

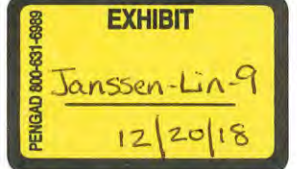
**PSJ14 Janssen Opp Exh 39 – JAN00119068**

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2012 Brand 2012 Brand Investment Summary

Strategic Imperatives	Brand Tactic	Vendor	Owner	PO #
	ICRM (\$460k P.O.)	WX	Lisa Biancani	993109885
				993015300
	Spotfire upgrade for BIOM project	JJIT	Lisa Biancani	993093328
	ICRM	JJIT	Lisa Biancani	ICRM
	Grow brand awareness thru print/online media/digital			
	Compas Credits		Kanitha Burns	Compas
	Specialty Print Media (Jan-Jun only) 1.1MM		Kanitha Burns	Print Media
	MediScript Rx Pad Ads 400K	Medi Scripts	Kanitha Burns	
	6-Month Pad Program (Mar-Aug)	Medi Scripts	Kanitha Burns	Medi-Scripts
	4-Month Pad Program (Sep-Dec) DPN		Kanitha Burns	Pad Program
	Power Program (Folder)	Medi Scripts	Kanitha Burns	MediScripts
	Digital Media (Online Banners) 1.4MM		Kanitha Burns	
	Jan-Jun Online Advertising		Kanitha Burns	Online
	Jul-Dec Online Advertising		Kanitha Burns	
	3 DocAlerts (w/custom target list) OK	ePocrates	Lisa Biancani	DocAlerts
	DocAlerts (balance from 2011 contract) 240K	ePocrates	Lisa Biancani	
	Epocrates SmartSite OK	ePocrates	Lisa Biancani	
	NUCYNTA.COM & Paid Search 400k		Kanitha Burns	
	Paid Search	Razorfish	Kanitha Burns	Razorfish
	Digital NUC / NUC ER Messaging	Thomas Direct Sales	Dominic Lazzaro	992933858
	WebMD (Infosite, Mobile Alerts & eBlasts) 700k		Dominic Lazzaro	
	MedScape Infosite		Dominic Lazzaro	MedScape
	Email blast to pharmacies on education o		Dominic Lazzaro	993054412
	TBD			
	CRM Program 200K	TBD	Lisa Biancani	
	Promotional Direct Mail Ok	DMAMKTG INC	Lisa Biancani	992898512
	"DOWN PAYMENT" ADVANCE POSTAGE - NUCYNT	DMAMKTG INC	Lisa Biancani	992900564
	Recruiting and Email Campaigns (targeting non-users)	DG Connect	Lisa Biancani	99280804
	DPN HCP mailer and #1 #2 email blasts	PDQ	Paul Lowman	993059009
	DPN pain pharmacy eblast		Paul Lowman	993055769
	eDetail reformat to HTML 5	Viscra	Dominic Lazzaro	992862198
	Leverage significant SOV to accelerate penetration/productivity			
	Conventions & Exhibits 800k		Dominic Lazzaro	
	Annual Conventions	Coastal	Dominic Lazzaro	992896464
	Annual Conventions	Derse	Dominic Lazzaro	992897060
	Annual Conventions	Derse	Dominic Lazzaro	992953622
	Annual Conventions	Event Technologies	Dominic Lazzaro	992926282
	Annual Conventions	Event Technologies	Dominic Lazzaro	993108299
	Annual Conventions	Impact Unlimited Inc	Dominic Lazzaro	992934334
	March Activity Report for convention	Impact Unlimited Inc	Dominic Lazzaro	993000948
	2012 May Activity Report for convention	Impact Unlimited Inc	Dominic Lazzaro	993013276
	June Convention Activity for Nucynta (AA		Dominic Lazzaro	993054127
	**DOWN PAYMENT FOR POSTAGE** - Nucynta -	993054128	Dominic Lazzaro	993054128
	GPO Show	EES	Dominic Lazzaro	4600176612
	Exhibits	various	Dominic Lazzaro	Exhibits
	Quarterly Data Extract	Event Technologies	Dominic Lazzaro	992998886
	Nucynta/Nucynta ER 2012 eRAMP Administra	ARMACEUTICAL SER	Dominic Lazzaro	993021684
	NP & PA Specific Programs			
	NP/PA Programs 400K			
	Regional speaker programs	Promologics	L. Biancani/D. Lazz	992878632
	Development of speaker program evolution	Decile 10	L. Biancani/D. Lazzaro	
	Millenium Book Program	Millenium	L. Biancani/D. Lazzaro	
	Clinical Advisor (journal supplement-product profile)	MPR	L. Biancani/D. Lazz	992948190
	Nucynta-Clinical Advisor BRC FULFILLMENT	Nucynta-Clinical Adv	L. Biancani/D. Lazz	993054123
	Clinical Medicine-NEJM	Englad Journal of Me	L. Biancani/D. Lazzaro	
	Nucynta-Clinical Advisor Newsletter and		L. Biancani/D. Lazz	993055771
	2012: NEJM's "Updates in Clinical Medici		L. Biancani/D. Lazz	993056781
	Tactic associated w/ a P.O.	TBD	L. Biancani/D. Lazzaro	
	Evaluate Patient Strategy			
	Evaluate Patient Strategy Ok		Kanitha Burns	
	Tactic associated w/ a P.O.		Kanitha Burns	
	Catalina adherence/persistence program			

23.5 JU BUDGET	\$1.7MM to Cut	600K REDUCTION	21.8 MM Budget	INVOICED	REMAINING based on 21.8 NU	TOTAL PO
458,615	-	-	458,615	460,873	(2,258)	-
0	-	-	-	-	-	-
5,000	-	(4,563)	437	437	-	-
-	95,000	-	95,000	96,725	(1,725)	-
-	-	-	-	-	-	-
(40,257)	-	-	(40,257)	-	(40,257)	-
453,000	(118,565)	-	334,435	331,230	3,204	-
295,468	-	-	295,468	295,468	-	-
198,000	2,437	-	200,437	200,437	-	-
192,999	-	-	192,999	192,999	-	-
-	-	-	-	-	-	-
300,016	69,109	37,203	406,328	329,275	77,053	-
-	-	-	-	-	-	-
-	-	-	-	-	-	-
141,750	-	-	141,750	141,750	-	-
-	-	-	-	-	-	-
-	-	-	-	-	-	-
356,160	(140,290)	27,530	243,400	245,607	(2,207)	-
94,320	-	63,415	157,735	157,735	-	147,813
-	-	-	-	-	-	-
670,218	-	-	670,218	670,218	-	-
1,500	-	-	1,500	1,500	-	1,500
-	-	-	-	-	-	-
-	-	-	-	-	-	-
29,767	-	(8,507)	21,260	21,260	0	12,748
8,626	-	(2,140)	6,686	6,686	0	8,826
85,000	-	-	85,000	85,000	-	85,000
83,500	(25,942)	-	57,558	57,558	-	57,558
16,500	-	-	16,500	16,500	-	16,500
26,500	-	-	26,500	26,500	-	26,500
-	-	-	-	-	-	-
-	-	-	-	-	-	-
70,300	-	(28,813)	41,467	41,467	-	41,467
256,815	-	(23,980)	232,835	232,835	-	232,835
30,000	-	-	30,000	30,000	-	30,000
9,809	-	(5,639)	4,170	4,170	-	3,515
-	-	1,012	1,012	1,012	(1,012)	-
10,485	-	-	10,485	10,485	-	10,485
4,551	-	-	4,551	4,551	-	4,551
5,232	1	-	5,232	5,231	1	5,231
1,883	-	-	1,883	1,883	-	1,883
287	-	-	287	287	-	287
37,063	-	-	37,063	37,063	-	37,063
154,177	-	(44,907)	109,270	109,270	-	109,270
6,420	-	(1,605)	4,815	4,815	-	6,420
34,000	-	-	34,000	34,000	-	34,000
-	-	-	-	-	-	-
-	-	-	-	-	-	-
231,900	-	(68,740)	163,160	163,160	-	163,160
-	-	-	-	-	-	-
-	-	-	-	-	-	-
60,000	-	(2,379)	57,621	57,621	-	57,586
2,301	-	(2,301)	-	-	-	2,301
19,990	-	(19,990)	-	-	-	-
11,123	-	-	11,123	11,123	-	11,123
10,010	-	-	10,010	10,010	-	10,010
-	-	-	-	-	-	-
-	-	-	-	-	-	-
-	-	-	-	-	-	-
-	-	-	-	-	-	-
-	-	-	-	-	-	-
-	-	-	-	-	-	-
-	-	-	-	-	-	-



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2012 Brand 2012 Brand Investment Summary

Strategic Imperatives	Brand Tactic	Vendor	Owner	PO #	23.5 JU BUDGET	\$1.7MM to Cut	600K REDUCTION	21.8 MM Budget	INVOICED	REMAINING based on 21.8 NU	TOTAL PO
Drive broad and competitive access and availability	Health Media Program 155K		Kanitha Burns		-	-	-	-	-	-	-
	Tactic associated w/ a P.O.				-	-	-	-	-	-	-
	Provide patients savings programs				-	-	-	-	-	-	-
	PNMT \$25 & 10 Free Pills Programs (Admin expenses) 2MM		Dominic Lazzaro		-	-	-	-	-	-	-
	2012 Split PNMT \$25 Savings Card - Admin Fee		Dominic Lazzaro	992752392	94,227	-	-	94,227	94,227	-	6,811,050
	2012 PNMT \$25 Savings Card - Admin Fee Old		Dominic Lazzaro	992963000	112,828	-	-	112,828	110,861	1,967	112,828
	2012 PNMT \$25 Savings Card - Admin Fee New		Dominic Lazzaro	993002852	1,123,350	(600,000)	(40,000)	483,350	543,255	(59,905)	1,123,350
	2012 Split TRIALSCRIPT "10 Free Pills"		Dominic Lazzaro	992747920	54,820	-	-	54,820	54,820	-	872,193
	2012 TRIALSCRIPT "10 Free Pills" Old		Dominic Lazzaro	992962998	18,406	-	-	18,406	16,799	1,608	16,002
	2012 TRIALSCRIPT "10 Free Pills" New		Dominic Lazzaro	992963992	210,888	-	(141,000)	69,888	67,196	2,692	210,888
	2011 LOYALTY SCRIPT		Dominic Lazzaro	992747870	1,540	-	-	1,540	1,540	-	118,544
	NUCYNTA SAVING CARD BROCHURE		Dominic Lazzaro	993103160	96,931	-	-	96,931	96,931	-	96,931
	Print savings cards, vouchers and office materials 1.3MM		Dominic Lazzaro		276,860	(13,975)	-	262,885	262,885	-	276,860
	Earth Color January Print		Dominic Lazzaro	992869094	3,186	(3,186)	-	-	-	-	3,186
	Earth Color LETTER and Fulfillment		Dominic Lazzaro	992835550	593,247	30,874	-	624,121	624,121	0	624,121
	Earth Color March Print of Savings Cards and Vouchers		Dominic Lazzaro	992922770	1,348	-	-	1,348	1,348	-	1,348
	NUCYNTA - Drop Shipment to Survey Winne		Dominic Lazzaro	992929962	52,091	-	-	52,091	52,091	-	52,091
	PNMT \$25 2012 Production, Nucynta/ER		Dominic Lazzaro	993106787	41,813	-	-	41,813	41,813	-	41,813
	NUCYNTA Savings Card Holders, Cards, and		Dominic Lazzaro	993104105	3,083	-	-	3,083	3,083	-	3,083
	NUCYNTA -SAVINGS CARD LETTERHEAD & ENVEL		Dominic Lazzaro	993105118	-	-	-	-	-	-	-
	Secure T2 formulary access in targeted accounts				-	-	-	-	-	-	-
	6 Formulary Flashes 225K				-	-	-	-	-	-	-
	ePocrates Formulary Flashes			Flashes	225,000	-	-	225,000	225,000	-	-
	Decile 10 unaccrued 2011 expense for Part D			992698916	(3,767)	-	-	(3,767)	(3,767)	-	-72,933
	Payer Advisory Board Meeting	Decile 10			-	-	-	-	-	-	-
	ESTIMATE ONLY: End of Year Ad Board				-	-	-	-	-	-	-
	Update Managed Care Value Prop Slide Deck 50K	Decile 10			-	-	-	-	-	-	-
	ESTIMATE ONLY: March Update with Business Update & iPad		Frank Demiro		50,000	(6,000)	(44,000)	-	-	-	-
	DPN Advisory Board Meeting 150K	Decile 10			-	-	-	-	-	-	-
	Decile 10 1:1 Payer Calls	Decile 10	Frank Demiro	992886336	41,975	(18,702)	-	23,273	23,273	(0)	23,273
	ESTIMATE ONLY: DPN Virtual Ad Board	Decile 10	Frank Demiro	993037422	25,000	-	(2,963)	22,037	22,037	-	22,037
	Cross Brand Ad Board		Frank Demiro	Cross Brand	50,000	-	-	50,000	50,000	-	-
	Internal SCG Advisory Board Meeting 15K	Decile 10			-	-	-	-	-	-	-
	Develop and create SCG customer materials including payers, LTC, advocacy, policy, etc 300K				-	-	-	-	-	-	-
	ESTIMATE ONLY: PBM Account Leader Product Profile	Decile 10	Frank Demiro	992935660	81,515	-	(7,480)	74,035	74,035	-	74,035
	ESTIMATE ONLY: Elderly questionnaire response				-	-	-	-	-	-	-
	ESTIMATE ONLY: SCG Materials (Update value deck w/ DPN)		Frank Demiro		26,025	-	(26,025)	-	-	-	-
	SCG Value Payer Message Updates for DPN Part 1		Frank Demiro	993021466	23,975	-	(50)	23,925	23,925	-	23,925
	ESTIMATE ONLY: Materials for DPN Indication (DPN HECOR non-branded reprint licensing)		Frank Demiro		25,000	-	(25,000)	-	-	-	-
	ESTIMATE ONLY: Materials for DPN Indication (DPN HECOR non-branded reprint licensing)				-	-	-	-	-	-	-
	ESTIMATE ONLY: Payer e-blasts				-	-	-	-	-	-	-
	Accelerate regional pull through of national formularies				-	-	-	-	-	-	-
	Profero Group/Alert Mktg (iDesign, formulary flashcards, etc...) 850K				-	-	-	-	-	-	-
	Profero Agency fee		Dominic Lazzaro	992864526	180,000	35,000	-	215,000	213,461	1,539	215,000
	2011 Profero Agency Fees--Portion not accrued		Lisa Ferguson	992647568	15,500	(15,500)	-	-	-	-	218,540
	Printing Costs				-	-	-	-	-	-	-
	Contemporary Graphics Printing Custom NER flashcards		Dominic Lazzaro	992857998	3,000	28,150	43,850	75,000	83,687	(8,687)	35,000
	Unimac Printing iDesign NER flashcards		Lisa Ferguson	992857966	38,000	8,557	-	46,557	46,557	0	46,557
	Bindrite-National NER flashcards printing & shipping			992857970	36,851	-	-	36,851	36,851	-	35,871
	Contemporary Graphics Printing Custom NUC flashcards			992858012	5,000	177	21,402	26,579	26,579	-	25,000
	Unimac Printing iDesign NUC flashcards			992857994	35,000	594	-	35,594	35,594	0	35,594
	ESTIMATE ONLY FOR REMAINING COSTS: Alert Marketing e-Pharm and e-MD				-	-	-	-	-	-	-
	Alert Marketing Actual		Dominic Lazzaro	992883464	8,000	-	(8,000)	-	-	-	6,000
	Alert Marketing Actual		Lisa Ferguson	992883884	25,150	-	-	25,150	25,150	-	25,150
	Alert Marketing Actual		Lisa Ferguson	992893892	16,500	-	-	16,500	16,500	-	16,500
	ESTIMATE ONLY FOR REMAINING COSTS: Additional printing costs for cycle grids				-	-	-	-	-	-	-
	Actual Cycle 1 Grid Costs		Lisa Ferguson	992893100	102,836	-	-	102,836	102,836	-	102,836
	Actual Cycle 2 Grid Costs		Lisa Ferguson	993021722	59,404	-	-	59,404	59,404	-	59,404
	Nucynta Managed Care Flashcards		Dominic Lazzaro	992835556	-	-	-	-	-	-	24,411
	ESTIMATE ONLY REMAINING COSTS: Additional printing costs for custom cards				-	-	-	-	-	-	-
	Actual printing costs for custom national card		Lisa Ferguson	992893890	2,120	-	-	2,120	2,120	-	2,120



2012 Brand 2012 Brand Investment Summary

Strategic Imperatives	Brand Tactic	Vendor	Owner	PO #	23.5 BU BUDGET	\$1.7MM to Cut	600K REDUCTION	21.8 MM Budget	INVOICED	REMAINING based on 21.8 NU	TOTAL PO
Demonstrate industry leadership in advocacy for HCP & patient access	Nucynta printed materials for Aetn		Lisa Ferguson	992939836	19,209			19,209	19,209	-	19,209
	ESTIMATE ONLY REMAINING COSTS: Additional printing costs for iDesign cards				-			-	-	-	-
	Actual Printing iDesign		Lisa Ferguson	992893578	9,609	-		9,609	9,609	-	9,609
	Actual 4 pager print		Lisa Ferguson	992890666	8,489	-		8,489	8,489	-	8,489
	Profero SCG Support Fees (back office costs)		Dominic Lazzaro	992890668	49,500	-	8,250	57,750	53,625	4,125	49,500
	Benefit verification to support Medicare Part D exceptions and appeals 800K				-			-	-	-	-
	Benefit verification (Triplefin) set up in 2012			Triplefin	-	368,000	(248,000)	120,000	115,765	4,235	-
	Nucynta ER Med Guides-02TLE12084mg. Qty:		Paul Lowman	993056211	6,805	-		6,805	6,805	-	6,805
	ESTIMATE ONLY: Cover My Meds Processing Fees				-			-	-	-	-
	XCENDA Part D		Lisa Ferguson	992962804	8,212	-	24,637	32,849	32,849	-	32,849
	XCENDA LTC Pull Through Training		Lisa Ferguson	992963044	1,208	3,622		4,830	4,830	(0)	4,830
	Kid Source: NUCYNTA/NUCYNTA ER; JANSSEN Access One 125K	KidSource Online	Dominic Lazzaro	992864528	120,000	-		120,000	120,000	-	120,000
	American Journal of Managed Care Publication 150K		Ron Kuntz	992769302	113,200	28,300	(88,800)	52,700	52,700	-	81,200
	New Product Bulletin Publication 140K		Ron Kuntz		-			-	-	-	-
	Obtain hospital stocking & formulary access				-			-	-	-	-
	Joint Commission Book Program 200K		Tricia Yap		-			-	-	-	-
	Printing Costs				-			-	-	-	-
	Institutional Formulary Flash Cards 50K		Tricia Yap		-			-	-	-	-
	NUCYNTA - Campaigning for Relief Portfolio		Tricia Yap	992963910	215,648.87	-		215,649	215,649	-	215,649
	NUCYNTA - Campaigning for Relief 4 Module		Tricia Yap	992963942	44,616	-		44,616	44,616	-	44,616
	NUCYNTA - Campaigning for Relief How To G		Tricia Yap	992970772	2,307	-		2,307	2,307	-	2,156
	Nucynta-Campaigning for Relief Letter w/s		Tricia Yap	993019546	5,016	-		5,016	5,016	-	5,016
	Joint Commission - Pain Management: Systems Approach to Improving Quality & Safety 100K	Decile 10	Tricia Yap		12,550	(12,550)		-	-	-	-
	Nucynta Institutional Quality Campaign	Decile 11	Tricia Yap	992890780	87,450	(15,590)		71,860	71,860	-	71,860
	Ensure widespread pharmacy stocking across all strengths				-			-	-	-	-
	Printing and Postage Costs				-			-	-	-	-
	Retail Pharmacy Flashcards (360dev) 25K		Paul Lowman		-			-	-	-	-
	Medication Guides (Postage/Printing) - 62,000 pieces 135K		Ron Kuntz		-			-	-	-	-
	*DOWN PAYMENT* ADVANCED POSTAGE - HCP M	DAMKTG INC	Ron Kuntz	992879932	12,194	-	(2,209)	9,985	9,985	-	12,194
	NUCYNTA - HCP Mailing - 02TLE11030 & 02T	DAMKTG INC	Ron Kuntz	992883660	9,412	-	(323)	9,089	9,089	-	9,412
	NUCYNTA - IR & ER REMS Mailing - Feb. 20	DAMKTG INC	Ron Kuntz	992885266	50,118	-		50,118	50,118	-	50,118
	*DOWN PAYMENT* ADVANCE POSTAGE - IR & ER	DAMKTG INC	Ron Kuntz	992885392	56,301	-	(10,189)	46,111	46,111	-	56,301
	NUCYNTA - REMS Folder Shrinkwrap for ove	DAMKTG INC	Ron Kuntz	992893762	295	-		295	295	-	295
	NUCYNTA - Med Guide Pads - NUCYNTA and N	PICTORIAL OFFSET	Ron Kuntz	992883462	46,946	-		46,946	46,946	-	46,946
	Medication Guides 2H2012 Requirement		Ron Kuntz		185,000	(185,000)		-	-	-	-
	PDR		Ron Kuntz	PDR	264,134	-		264,134	264,134	0	-
	IntegrChain Pharmacy Database Purchase 0K		Paul Lowman		-			-	-	-	-
	Advocate for responsible prescribing thru non-branded tools				-			-	-	-	-
	Prescribe Responsibly App 50K	Decile 10			-			-	-	-	-
	Phase II: Started in 2011 Binder and QS 360 materials	Decile 10	Ron Kuntz	992855768	9,515	-		9,515	9,515	-	9,515
	Phase II: Started in 2011 Binder and QS 360 materials				-			-	-	-	-
	Decile 10: Create prescribe responsibly HCP brochure	Decile 10	Ron Kuntz	992963002	15,905	1,417	(675)	16,647	16,647	-	16,647
	ESTIMATE ONLY: App or update QS 360 materials				-			-	-	-	-
	Nucynta-PRESCRIBE RESPONSIBLY BROCHURE-0		Ron Kuntz	993027114	9,193	-		9,193	9,193	-	9,193
	Prescribe Responsibly Phase III 50K	Decile 10			-			-	-	-	-
	ESTIMATE ONLY:				-			-	-	-	-
	Develop national pain policy platform to align HPAD's & SGA				-			-	-	-	-
	BARSA-MAN NEW ITEM		Frank Demiro		-			-	-	-	-
	National Advocacy 1.2MM				-			-	-	-	-
	ESTIMATE ONLY: Association Fees (National)		Frank Demiro		60,667	-	(60,667)	-	-	-	-
	ESTIMATE ONLY: Association Fees (National)				-			-	-	-	-
	ESTIMATE ONLY: Develop national policy platform and comm plan				-			-	-	-	-
	ESTIMATE ONLY: Combined PR/Advocacy efforts (Weber)				-			-	-	-	-
	ESTIMATE ONLY: Remaining revenue barsamian agency fee (Janani)				-			-	-	-	-
	Barsamian Web Survey for SMSC		Ron Kuntz	992963006	14,000	8,000		22,000	22,000	-	22,000
	Barsamian Development of brochure for SMSC		Frank Demiro	992963010	21,000	-	(1,000)	20,000	20,000	-	20,000
	Barsamian Management fee SMSC		Ron Kuntz	992963130	49,000	-		49,000	49,000	-	49,000
	ESTIMATE ONLY: Advocacy Project TBD				-			-	-	-	-
	Local Advocacy 500K				-			-	-	-	-
	Decile 10: FL, OH, TX Pain Policy programs		Frank Demiro	992907582	80,900	-	(1,521)	79,379	79,379	-	75,721
	NexGen RxMarketing Meeting Direct Platform FL & OH		Ron Kuntz		85,000	(85,000)		-	-	-	-
	NexGen Rx Meeting Direct Platform 6 additional states		Ron Kuntz	992884214	82,722	-	(21,125)	61,597	61,597	-	61,597
	NexGen Rx Meeting Direct Platform 5 additional states video		Ron Kuntz	992883658	58,000	-	(29,000)	29,000	29,000	-	29,000
	Decile 10: Develop 4 state programs		Ron Kuntz	992953628	153,500	-	(99,794)	53,706	53,706	-	53,706
	ESTIMATE ONLY: Association Fees (Regional)		Assn Fees		29,994	-	(1,000)	28,994	28,994	-	28,994
	ESTIMATE ONLY: Printing fees for all programs				-			-	-	-	-
	HCP invites OH & FL		Lisa Ferguson	992990954	2,686	17		2,703	2,703	0	2,686



2012 Brand Investment Summary					23.5 JU BUDGET	\$1.7MM to Cut	600K REDUCTION	21.8 MM Budget	INVOICED	REMAINING based on 21.8 NU	TOTAL PO
Strategic Imperatives	Brand/Tactic	Vendor	Owner	PO #							
Advance awareness of under treatment of pain	Smart Moves Smart Choices Brochure Printing		Lisa Ferguson	992997142	3,190	-	-	3,190	3,190		3,190
	Baum-Printing OH Policy Invites		Lisa Ferguson	992858018	1,659	(156)	-	1,503	1,503	(0)	1,503
	Advance awareness of under treatment of pain				-	-	-	-	-	-	-
	Public Relations Programs (SMSC, LTP, PR) 1MM				-	-	-	-	-	-	-
	Ketchum Inc - 2011 PR		Lisa Ferguson	992649825	35,877	-	-	35,877	35,877	-	35,877
	NUCYNTA Smart Moves Smart Choices Tool Kit	Moore	Lisa Ferguson	992864532	66,130	-	-	66,130	66,130	-	66,130
	Smart Moves Smart Choices DVD	SYNERGEM INC	Lisa Ferguson	992864524	6,320	-	-	6,320	6,320	-	6,320
	Smart Moves Smart Choices postage	DAMKTG INC	Lisa Ferguson	992885570	38,625	-	-	38,625	38,625	-	38,625
	Nucynta Smart Moves Smart Choices fulfillment	DAMKTG INC	Frank Demiro	992884850	5,511	-	642	6,153	6,153	-	6,153
	National Association - Smart Moves Smart Choices		Frank Demiro	992992232	8,000	-	(8,000)	-	-	-	8,000
Miscellaneous Costs	Weber Shandwick Agency fee				-	-	-	-	-	-	-
	PO				-	-	-	-	-	-	-
	Weber Shandwick PO (\$172,295 initial P.O.)	Weber Shandwick	Frank Demiro	992925256	681,000	-	-	681,000	681,000	-	681,000
	Pain Week Curtain raiser	Compas Inc.			-	-	40,000	40,000	40,000	-	40,000
	Misc Total				-	-	-	-	-	-	-
	Printing (PI and Other) 2MM				-	-	-	-	-	-	-
	Free Goods - Samples			Free Goods	128,797	9,941	217,483	356,221	356,221	-	356,221
	Benfield Group (Employer Kits)	Benfield Group	Frank Demiro	992859540	37,500	(31,550)	-	5,950	5,950	-	5,950
	DOWNPAYMENT: STAGE 2: Tapentadol ER	Benfield Group	Frank Demiro	992787624	(48,475)	-	-	(48,475)	(48,475)	-	(48,475)
	Misc. Costs				-	-	-	-	-	-	-
Package Insert Formatting (NUC ER)	BNO?	Frank Demiro	992857956	5,000	-	(576)	4,425	4,425	-	4,425	
Simple Design / Repurposing (NUC ER)	Group360	Frank Demiro	992858026	75,143	-	35,000	110,143	108,430	1,713	110,000	
Product Theaters (NUC ER)	Reigel	Frank Demiro	992858020	45,000	-	(45,000)	-	-	-	-	
Package Insert Formatting (NUC)	BNO?	Frank Demiro	992857958	5,350	-	(4,638)	712	712	-	712	
Simple Design / Repurposing (NUC)	Group360	Frank Demiro	992858030	90,000	-	-	90,000	87,321	2,679	90,000	
Versatile Printing Application		Lisa Bianciani	992720370	803	-	(803)	-	-	-	803	
Spanish PI translations	KJI	Lisa Bianciani	993060981	8,424	-	(8,424)	-	-	-	8,424	
Translation, DTP layout and translator/Q	KJI	Lisa Bianciani	992935662	8,489	-	-	8,489	8,489	-	8,489	
PI Repack for Bunioneconomy	Contemp. Graphics	Lisa Bianciani	992937852	1,849	-	-	1,849	1,849	0	1,849	
Nucynta PI (Version 1016905)	Contemp. Graphics	Lisa Bianciani	992935658	131,582	-	-	131,582	131,582	-	131,582	
2012 April Activity Report/JPI, SHM, PMW		Lisa Bianciani	993024298	495	-	-	495	495	-	495	
Printing Costs				-	-	-	-	-	-	-	
		Contemp. Graphics	Lisa Bianciani	992879734	15,409	-	-	15,409	15,409	-	15,409
		Contemp. Graphics	Lisa Bianciani	992878636	3,765	-	-	3,765	3,765	-	3,765
		Contemp. Graphics	Lisa Bianciani	992898540	29,822	-	-	29,822	29,822	-	29,822
Moore- Nucynta Meeting Direct Invite #3		Lisa Ferguson	992873070	12,361	-	-	12,361	12,361	-	12,361	
	Moore	Lisa Bianciani	992898550	29,342	(258)	-	29,084	29,084	0	29,084	
NUCYNTA - Dimensional Leave Behind - 02T	Moore	Lisa Bianciani	992914147	13,790	(191)	-	13,599	13,599	(0)	13,599	
NUCYNTA - Slim Jim PI Swap - 02T11112 Q	Moore	Lisa Bianciani	992917496	34,470	-	-	34,470	34,470	-	34,470	
NUCYNTA - Savings Card Flashcard - 02TLE	NCO ASSEMBLIES INC	Paul Lowman	993042890	5,651	-	-	5,651	5,650	1	5,651	
NUCYNTA - Discussion Guide Reorder - 02T	Moore	Lisa Bianciani	992917596	17,372	-	(2,944)	14,428	14,428	0	14,428	
NUCYNTA - Flashcard leave-behind to pull	Moore	Tricia Yap	992919598	6,035	-	-	6,035	6,035	-	5,986	
NUCYNTA - Pharmacy Stocking Kit (Reorder)	Moore	Paul Lowman	992956398	3,055	-	-	3,055	3,055	-	3,055	
NUCYNTA - HARTNICK (ESJD) Reprint Carrie	IAL OFFSET CORP	Paul Lowman	992900786	24,685	-	-	24,685	24,685	-	24,685	
HCP Mailers & Envelope Printing (NUC)	ARTH THEBAULT INC	Paul Lowman	992891162	15,520	-	-	15,520	15,520	-	15,520	
Journal Ad - February Publication	ARTH THEBAULT INC	Kanitha Burns	992870736	13,198	-	-	13,198	13,198	-	13,198	
Journal Ad - March/June Publication	ARTH THEBAULT INC	Kanitha Burns	992879502	26,379	-	-	26,379	26,379	-	26,379	
IR & ER REMS Mailing- Feb.	ARTH THEBAULT INC	Kanitha Burns	992887102	13,338	-	-	13,338	13,338	-	13,316	
NUCYNTA - HARTNICK (ESJD) Reprint Carrie	Contemp. Graphics	Lisa Bianciani	992907550	8,876	-	-	8,876	8,876	-	8,876	
NUCYNTA - Bunioneconomy I and II Reprint	Contemp. Graphics	Lisa Bianciani	992910316	25,179	-	-	25,179	25,179	-	25,179	
NUCYNTA - Pain Diary - 02T12003 - QTY: 1,000	Contemp. Graphics	Lisa Bianciani	992910470	38,441	-	-	38,441	38,441	-	38,441	
NUCYNTA - PATIENT BROCHURE - 02T12005 - QTY: 1,000	Contemp. Graphics	Lisa Bianciani	992910592	34,668	-	-	34,668	34,668	-	34,668	
NUCYNTA - BUYNAK (LBP) REPRINT CARRIER - 02T	Contemp. Graphics	Lisa Bianciani	992910872	16,787	-	-	16,787	16,787	-	16,787	
NUCYNTA - Patient Instructions Tearpad D	Contemp. Graphics	Lisa Bianciani	992917306	63,558	-	-	63,558	63,558	-	63,558	
NUCYNTA - Titration & Dosing Guides - QTY: 1,000	Contemp. Graphics	Lisa Bianciani	992920838	47,093	-	-	47,093	47,093	-	47,093	
NUCYNTA - HALE REPRINT/PI RE-PACK - 02T	Contemp. Graphics	Lisa Bianciani	992970910	250	-	(15)	235	235	-	235	
NUCYNTA - IR/ER Dosing Reminder Guide - 02T	Contemp. Graphics	Paul Lowman	992963134	35,054	-	-	35,054	35,054	(0)	35,054	
NUCYNTA - Direct Mailer - 02TLM11090 - QTY: 1,000	ARTH THEBAULT INC	Lisa Bianciani	992786610	1,041	-	(1,041)	-	-	-	1,041	
NUCYNTA - MCKESSON ENVELOPE - 02TLE11082	ARTH THEBAULT INC	Lisa Bianciani	992925604	1,343	-	-	1,343	1,343	-	1,343	
NUCYNTA - Direct Mailing of multiple mat	ARTH THEBAULT INC	Lisa Bianciani	992929826	696	-	-	696	696	1	696	
NUCYNTA - HARTNICK (ESJD) REPRINT REORDER	Compas Inc.	Lisa Bianciani	992901322	65,778	-	-	65,778	65,778	-	65,778	
NUCYNTA - BUYNAK (LBP) REPRINT REORDER	Compas Inc.	Lisa Bianciani	992901492	71,513	-	-	71,513	71,513	-	71,513	
NUCYNTA - 90 DAY SAFETY STUDY REPRINT RE	Compas Inc.	Lisa Bianciani	992901594	34,267	-	-	34,267	34,267	-	34,267	
NUCYNTA - BUNIONECONOMY II REPRINT REORDER	Compas Inc.	Lisa Bianciani	992901836	36,300	-	-	36,300	36,300	-	36,300	
Tap IR Digital & Relationship Mktg Bench	TGS Authors	Lisa Bianciani	992958266	14,219	-	-	14,219	14,219	-	14,219	
NUCYNTA - BUNIONECONOMY I REPRINT REORDER	Compas Inc.	Lisa Bianciani	992901670	62,750	-	-	62,750	62,750	-	62,750	
NUCYNTA - Dosing Wall Poster - 02TLE1100	Unimac Graphics	Lisa Bianciani	992923946	29,118	-	-	29,118	29,118	-	29,118	
NUCYNTA ER PI - 02TLE11080 - QTY: 1,000	Unimac Graphics	Lisa Bianciani	992938956	126,248	-	-	126,248	126,248	-	126,248	
Tissue PI Reprint for Savings Cards	Unimac Graphics	Lisa Ferguson	992990080	46,409	-	-	46,409	46,409	(0)	46,409	
Nucynta Tissue PI-02T111122 - Qty: 500,000	Contemp. Graphics	Paul Lowman	993039874	37,999	-	-	37,999	37,999	-	37,999	
Nucynta ER Tissue PI Reprint for Savings	Contemp. Graphics	Lisa Ferguson	993046210	10,115	-	-	10,115	10,115	-	10,115	
NUCYNTA ER-Mediscrits program cover letter	Contemp. Graphics	Kanitha Burns	992962801	2,289	-	-	2,289	2,289	-	2,289	
NUCYNTA IR/ER Savings Card Program Flash (MediScript)	MOORE	Kanitha Burns	992993632	3,765	-	71	3,836	3,836	(0)	3,765	
Aventine Training				Decile 10	187,600	-	-	187,600	187,600	-	187,600
PNMT Stickers Print				TEMPORARY GRAPHIC	Dominic Lazzaro	29,774	-	29,774	29,774	-	29,774
NUCYNTA GA Pain Management Bifold, Item				TEMPORARY GRAPHIC	Ron Kuntz	993094328	7,004	7,004	7,004	-	7,004
Steve Stanos-honorarium for Nucynta ER 2				Decile 10	Frank Demiro	993094221	2,750	2,750	2,750	-	2,750
DPN Schwartz Reprint Carrier					Kanitha Burns	993058199	42,579	42,579	42,579	-	42,579



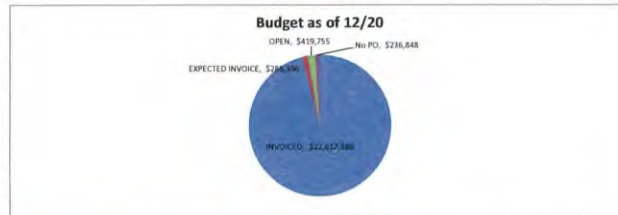
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## 2012 Brand 2012 Brand Investment Summary

Strategic Imperatives	Brand/Tactic	Vendor	Owner	PO #	23.5 JU BUDGET	\$1.7MM to Cut	600K REDUCTION	21.8 MM Budget	INVOICED	REMAINING based on 21.8 NU	TOTAL PO
	Nucynta ER DPN Pain Announcement Card HC		Paul Lowman	993057787	67,913	-	-	67,913	67,913	-	67,913
	DPN HCP Mailer- Postage		Paul Lowman	993054820	28,097	-	-	28,097	28,097	-	28,097
	DPN HCP Mailer- Mailing		Paul Lowman	993054856	39,361	-	-	39,361	39,361	(0)	39,361
	Nucynta ER DPN MAILING CARD FOR HCP Mail		Paul Lowman	993056866	2,613	-	-	2,613	2,613	-	2,613
	Nucynta ER DPN CELLO ENVELOPE FOR HCP Mail		Paul Lowman	993056943	3,887	-	-	3,887	3,887	-	3,887
	Internal Communications (Group 360)		Lisa Biancani		20,000	-	(20,000)	-	-	-	-
	NUCYNTA IR/ER Dosing Card new ISI		Paul Lowman	993057914	58,500	29,668	-	88,168	88,168	-	88,168
	Spanish PHMT Shelf Talker		Lisa Biancani		5,700	-	(5,700)	-	-	-	-
	Patient Affordability chart		Frank Demiro		10,600	-	(10,600)	-	-	-	-
	Repack reprints		Kanitha Burns		27,314	-	(27,314)	-	-	-	-
	NUCYNTA-R9 Env, 3-#10 Envelopes and 2 Le		Kanitha Burns	993069681	3,328	-	-	3,328	3,328	-	3,328
	NUCYNTA-Card and Reprint, _item#027LE120		Lisa Biancani	993071331	5,710	-	-	5,710	5,642	68	5,710
	NUCYNTA-Nucynta Slim Jim Pi Re-pack, it		Paul Lowman	993062598	2,686	-	(25)	2,661	2,661	(0)	2,661
	Table Tops (Group 360)		Dominic Lazzaro		3,700	-	(3,700)	-	-	-	-
	NUCYNTA ER Package Insert		Paul Lowman	993054151	136,652	-	-	136,652	136,652	-	136,652
	NUCYNTA Package Insert		Kanitha Burns		35,600	-	(35,600)	-	-	-	-
	Clinical Educator Welcome Cards	Contemp. Graphics	Kanitha Burns	993063711	1,817	-	127	1,944	1,944	(0)	1,944
	DPN Leave Behind (60k)		Kanitha Burns	993090647		-	46,333	46,333	46,333	-	46,333
	NUCYNTA ER Pharmacy Stocking Kit & Tear Pad (60k)		Kanitha Burns	993081810		-	76,488	76,488	76,488	-	76,488
	NUCYNTA ER Titration & Dosing Card (50k)		Kanitha Burns	993089523		-	20,733	20,733	20,733	-	20,733
	NUCYNTA/NUCYNTA ER Dual Dosing Card (add'l print run) (25k)		Kanitha Burns	993089236		-	39,478	39,478	39,478	-	39,478
	Extra (Estimate)				368,787	(368,787)	-	-	-	-	-
	Cycle Meetings (Presentation support, videos, customer/patient, panels, speech writing, printing materials, etc. ) 175K				-	-	-	-	-	-	-
	Sales Training Contracting & Faculty Man		Frank DeMiro	993066133	850	-	-	850	859	(9)	850
	Danny Cycle 1 support		Kanitha Burns	992910868	9,000	-	(145)	8,855	8,855	-	8,855
	Pain Specialist consultants (18) at regional cycle mtg		Kanitha Burns	992933856	34,380	-	(7,924)	26,456	26,456	0	26,456
	Burke Award Submission (Smart Moves, Smart Choices)		Frank DeMiro	992890664	15,000	-	-	15,000	15,000	-	15,000
	Burke Award Submission (Peer to Peer)		Frank Demiro	992915919	15,000	-	-	15,000	15,000	-	15,000
	Sales Rep support-eRAMP letters	MetaPharma	Lisa Biancani	992891020	41,280	-	-	41,280	41,280	-	41,280
	Lou and brand team video (cycle 1)	Multi Media	Kanitha Burns		1,325	-	-	1,325	1,325	-	1,325
	NUC iPad video (cycle 1)	Multi Media	Kanitha Burns		4,800	-	-	4,800	4,800	-	4,800
	NUC ER iPad video (cycle 1)	Multi Media	Kanitha Burns		770	-	-	770	770	-	770
	KOL Sales Impact Meeting (institutional & retail)		Kanitha Burns	er ipad	37,000	-	(37,000)	-	-	-	-
	Mike Greenly cycle 1		Kanitha Burns	971046271	37,500	-	-	37,500	37,500	-	37,500
	Mike Greenly cycle 2		Kanitha Burns	971050469	22,000	-	(22,000)	-	-	-	-
	Sales Training Speaker - Matthew Lipp	Decile10	Kanitha Burns	992977492	1,300	-	(129)	1,171	1,171	(0)	1,171
	Speech Coach		Kanitha Burns	992989204	5,777	-	-	5,777	5,777	-	5,777
	NUC ER iPad walk across training video w/ Lou (Sales Impact)	Multi Media	Kanitha Burns	walk across	5,225	-	-	5,225	5,225	-	5,225
	Access video (Sales Impact Mtg)	Decile10	Kanitha Burns	993015512	7,000	-	(69)	6,931	6,931	-	6,931
	Broadhurst Retail Team Address	Multi Media	Broadhurst		4,375	-	-	4,375	4,375	-	4,375
	DPN Launch Video	Multi Media	DPN Vid		7,550	-	-	7,550	7,550	-	7,550
	UHC Announcement	Multi Media	UHC		1,575	-	-	1,575	1,575	-	1,575
	NUCYNTA Focus Group Edits	Multi Media	Group Edits		800	-	-	800	800	-	800
	KOL Sales Training Videos for Sales Impact Mtg	Multi Media	Kanitha Burns	KOL	9,200	-	-	9,200	9,200	-	9,200
	DPN Virtual Launch (Multimedia Services)	Multi Media	Virtual Launch		16,925	-	-	16,925	16,925	-	16,925
DPN Virtual Launch (Dyventive)		Kanitha Burns	993049429	21,250	-	-	21,250	21,250	-	21,250	
Sales Force Equipment		Tricia Yap	ipads	78,850	-	-	78,850	78,850	(0)	78,850	
Sales Force Equipment		Tricia Yap	C3i	9,520	-	-	9,520	13,160	(3,640)	9,520	
Nucynta ER Sales App		Kanitha Burns	Strategix	49,400	-	-	49,400	49,400	-	49,400	
Branding of 'pain sales team'	Group360	Kanitha Burns		-	15,000	(15,000)	-	-	-	-	
July-October Convention Activity for Nuc	IMPACT UNLIMITED INC	Dominic Lazzaro	993103460	3,410	-	-	3,410	3,410	-	3,410	
NUCYNTA -Package Insert - Reorder - 101	EMPORARY GRAPHICS INC		993110394		-	23,516	23,516	23,516	-	23,516	
NUCYNTA -Package Insert - Reorder - 102	EMPORARY GRAPHICS INC		993110435		-	27,211	27,211	27,211	-	27,211	
Down payment for postage-NUCYNTA POSTAGE	EMPORARY GRAPHICS INC		993108980		-	31,250	31,250	31,250	-	31,250	
NUCYNTA -Leave Behind BIC- 300 HCP Reso	EMPORARY GRAPHICS INC		993108983		-	61,170	61,170	61,170	-	61,170	
NUCYNTA BIC- HCP MAILER, Item#027LE121	EMPORARY GRAPHICS INC		993108978		-	6,929	6,929	6,929	-	6,929	
NUCYNTA-Texas Postcard Listing Commercial	EMPORARY GRAPHICS INC		993109484		-	2,121	2,121	2,121	-	2,121	
NUCYNTA -Tent Card & Personalized Letter	EMPORARY GRAPHICS INC		993109703		-	62,548	62,548	62,548	-	62,548	
NUCYNTA -Schwartz Reprint, Item#027LE1	COMPAS INC		993109565		-	54,800	54,800	54,800	-	54,800	
NUCYNTA -HCP LETTER, Item#027LE121042C,	EMPORARY GRAPHICS INC		993108298		-	4,503	4,503	4,503	-	4,503	
NUCYNTA -Envelope & Fulfillment, Item#K0	EMPORARY GRAPHICS INC		993108372		-	12,843	12,843	12,843	-	12,843	
	Decile10		993109833		-	40,500	40,500	40,500	-	40,500	
	NexGen		993109834		-	50,000	50,000	50,000	-	50,000	
	Decile10		993109839		-	82,125	82,125	82,125	-	82,125	
			993963000		-	8,427	8,427	8,427	-	8,427	
2011 Credit				(108,375)	-	-	(107,375)	(107,375)	0	-	
	Totals			24,472,086	(1,544,672)	(703,374)	22,224,040	22,617,386	(30,380)	22,007,286	

## Budget as of 12/20

NU Budget	\$	21,800,000	
INVOICED	\$	22,617,386	103.7%
EXPECTED INVOICE	\$	288,396	
OPEN	\$	419,755	1.9%
No PO	\$	236,848	1.1%
Total	\$	23,562,385	108.1%
Currently Budgeted Over by	\$	1,762,385	8.1%



## No POs

Brand Tactic	Vendor	Owner	PO #	23.5 NU BUDGET	\$1.7MM to Cut	BOOK REDUCTION	21.8 MM Budget	INVOICED	REMAINING based on 21.8 NU	TOTAL PO	OPEN	Comments
Nucynta ER Sales App		Kanitha Burns		52,000			52,000	-	52,000	-	-	Charlie reached out to vendor about accrual
Mytro		Frank Demiro		28,600			28,600	-	28,600	-	-	Will need to be accrued
Revision to the speaker slide deck	Decile 10	Johnette Johnson		50,000	-		50,000	-	50,000	-	-	Needs David's approval
Sales Force Equipment	JIT	Kanitha Burns		78,850	-		78,850	-	78,850	-	-	send accrual form
Sales Force Equipment (Finance)	JIT	Kanitha Burns		9,520	-		9,520	-	9,520	-	-	
Envelope & Fulfillment		Frank Demiro		12,003	-		12,003	-	12,003	-	-	In process of being opened
NUCYNTA - HCP LETTER		Frank Demiro		4,208	-		4,208	-	4,208	-	-	In process of being opened
Nucynta conventions, Feb thru Dec.	Event Technologies	Dominic Lazzaro		1,667	-	-	1,667	-	1,667	-	-	Accrual received 12/20
Additional Projects				-	-	-	-	-	-	-	-	
									236,848			

## Open POs

Brand Tactic	Vendor	Owner	PO #	23.5 NU BUDGET	\$1.7MM to Cut	BOOK REDUCTION	21.8 MM Budget	INVOICED	REMAINING based on 21.8 NU	TOTAL PO	OPEN	Comments
ICRM	JIT	Lisa Biancani	NO PO	95,000			95,000	79,881	15,119	-	-	
Paid Search	Razorfish	Kanitha Burns	Razorfish	356,160	(210,290)	27,530	173,400	137,141	36,259	-	-	Coming through intercompany
PNMT \$25 2012 Production, Nucynta/ER	TrialCard	Dominic Lazzaro		52,091	-	-	52,091	-	52,091	-	-	Accrual will come tomorrow
Agency Fee	ICC			72,000	-		72,000	-	72,000	-	-	Opened 12/19
Contemporary Graphics Printing Custom MER Bookmarks		Dominic Lazzaro	992857998	3,000	28,150	43,850	75,000	31,150	43,850	35,000	3,850	jamie check in about
4-Month Paid Program (Sep-Dec) OPEN		Kanitha Burns	Paid Program	198,000	2,437		200,437	-	200,437	-	-	get contact
									419,755			

## Expected Invoiced

Brand Tactic	Vendor	Owner	PO #	23.5 NU BUDGET	\$1.7MM to Cut	BOOK REDUCTION	21.8 MM Budget	INVOICED	REMAINING based on 21.8 NU	TOTAL PO	OPEN	Comments
Compas Credit	ICC			(43,012)	-	-	(43,012)	-	(43,012)	-	-	Accrual received 12/20
PDR	Ron Kuntz		PDR	264,134	-	-	264,134	187,468	76,667	-	-	Accrual received 12/20
KOL Stakeholder Database	Decile 10	Dominic Lazzaro	992913614	13,620	-	-	13,620	12,605	1,015	13,620	1,015	
Project Mgt & Consultancy Services -	Decile 10	Frank Demiro	993085618	25,000	-	-	25,000	15,180	9,820	25,000	9,820	
OPEN Speaker Training 200R	Decile 10	Frank Demiro	992865568	368,950	(200,000)	24,050	193,000	170,468	22,532	193,000	22,532	
Speaker Training Portal	Decile10	Frank Demiro	993023882	250,000	-	-	250,000	244,149	5,851	250,000	5,851	
2012 PNMT \$25 Savings Card - Admin Fee Old		Dominic Lazzaro	992963000	112,828	-	-	112,828	110,863	1,967	112,828	1,967	
2012 PNMT \$25 Savings Card - Admin Fee New		Dominic Lazzaro	993002852	1,123,350	(600,000)	(90,000)	433,350	443,195	40,155	1,123,350	680,155	
2012 TRIALSRIPT "10 Free Pills" Old		Dominic Lazzaro	992962998	18,406	-	-	18,406	14,799	3,608	16,002	1,203	
2012 TRIALSRIPT "10 Free Pills" New		Dominic Lazzaro	992963992	210,888	-	(91,000)	119,888	60,921	8,967	210,888	149,967	
Pain Week Curtain raiser	Compas Inc	Compas Inc		-	40,000	(40,000)	-	-	-	-	-	
ICRM (SAGG P.O.)	Wx	Lisa Biancani	993015300	458,615	-	-	458,615	493,134	(34,519)	458,615	-	
Simple Design / Repurposing (NUC ER)	Group360	Frank Demiro	992858026	75,143	-	35,000	110,143	90,490	19,653	110,000	19,510	
Simple Design / Repurposing (NUC)	Group360	Frank Demiro	992858030	90,000	-	-	90,000	85,761	4,239	90,000	4,239	
Spotfire upgrade for BIOM project	JIT	Lisa Biancani	993093328	5,000	-	(4,563)	437	-	437	5,000	5,000	
July-October Convention Activity for Nuc	IMPACT UNLIMITED INC	Dominic Lazzaro	993103460	3,410	-	-	3,410	-	3,410	3,410	3,410	Accrual received 12/20
Weber Shandwick PO (\$172,295 initial P.O.)	Weber Shandwick	Frank Demiro	992925256	681,000	-	-	681,000	658,163	22,837	603,000	-	
Profero Agency fee		Dominic Lazzaro	992864526	180,000	35,000	-	215,000	194,244	20,756	215,000	20,756	Accrual received 12/20
Profero SCG Support Fees (back office cost)		Dominic Lazzaro	992890668	49,500	-	8,250	57,750	49,500	8,250	49,500	-	Accrual received 12/20
Benefit verification (TripleNet) set up in 2012		Dominic Lazzaro		-	368,000	(248,000)	115,765	-	115,765	-	-	Accrual received 12/20
									288,396			

## Items Resolved

Brand Tactic	Vendor	Owner	PO #	23.5 NU BUDGET	\$1.7MM to Cut	BOOK REDUCTION	21.8 MM Budget	INVOICED	REMAINING based on 21.8 NU	TOTAL PO	OPEN	Comments
iCRM analytics (\$56,504)	Model N	Frank Demiro	993066922	50,000	6,507	-	56,504	56,507	-	56,504	-	Received invoice 12/18
NUCYNTA-Savings Card Holders, Cards, and		Dominic Lazzaro	993104105	41,813	-	-	41,813	41,813	-	41,813	-	Invoiced 12/18
New Status honorarium for Nucynta ER	Decile 10	Frank Demiro	993094221	2,750	-	-	2,750	2,750	-	2,750	-	Invoiced 12/18
NUCYNTA - SAVINGS CARD LETTERHEAD & ENVEL		Dominic Lazzaro	993105118	3,083	-	-	3,083	3,083	-	3,083	-	Invoiced 12/19
Avantime Training	Decile 10	Frank Demiro		187,000	-	-	187,000	187,600	-	187,600	-	Invoiced 12/19
OPW Leave Behind (608)		Kanitha Burns	993090647	46,333	-	46,333	46,333	46,333	-	46,333	-	Invoiced 12/19
Spanish PI translations	Kil	Lisa Biancani	993050981	8,424	-	(8,424)	-	-	8,424	-	-	Cancelled, Jennifer to devalue
Quarterly Data Extract	Event Technologies	Dominic Lazzaro	992988886	6,420	-	(1,605)	4,815	4,815	-	4,815	-	Jennifer to devalue
Bansarian Development of brochure for SMC		Frank Demiro	992963010	21,000	-	(1,000)	20,000	20,000	-	21,000	1,000	Jennifer to devalue
Travel/ODR/Production (P.O. \$265,200)	Tricia Yap		992861108	265,200	(50,000)	(117,601)	97,599	97,599	-	(101,001)	111,621	111621.03



input  
2012 Brand Investment Summary

Strategic Imperatives	Brand Tactic	Vendor	Owner	PO #
Establish NUCYNTA as new standard in moderate-severe pain management	Execute leading edge peer-to-peer education			
	Live Speaker Programs (incl Regional hot spots) 4.5MM	MedForce	Frank Demiro	992870488
	Full service for Mtg Direct			
	Nucynta 2011 Speakers Bureau Execution Credit			992639131
	Revision to the speaker slide deck	Decile 10	Johnette Johnson	993108766
	KOL Stakeholder Database	Decile 10	Dominic Lazzaro	992911614
	Core Message Development (speaker deck update) 200k	Decile 10	Frank Demiro	
	Project Mgt & Consultancy Services - Q1	Decile 10	Frank Demiro	992864540
	Project Mgt & Consultancy Services - Q2	Decile 10	Frank Demiro	992953624
	Project Mgt & Consultancy Services - Q3	Decile 10	Frank Demiro	993029892
	Project Mgt & Consultancy Services - Q4	Decile 10	Frank Demiro	993085618
	2012 Speaker Deck updates	Decile 10	Frank Demiro	992855752
	Speaker Web Training (Make up session from 2011)	Decile 10	Frank Demiro	992925260
	Interactive Presentation Builder 3.0	Viscra	Frank Demiro	992911107
	DPN Speaker Training 300K	Decile 10	Frank Demiro	992865568
	NexGen RxMarketing 524K	NexGen	Frank Demiro	
	Speaker NewChannel	NexGen	Frank Demiro	992868950
	NUCYNTA Attendee NewsChannel	NexGen	Frank Demiro	992925278
	Attendee NewsChannel	NexGen	Frank Demiro	992868958
	Speaker Library NewsChannel	NexGen	Frank Demiro	992855748
	Target NewsChannel	NexGen	Frank Demiro	992868954
	NP/PA Collaboration in Pain NewsChannel	NexGen	Dominic Lazzaro	992868962
	Field NewsChannel	NexGen	Frank Demiro	992855744
	Speaker Direct	NexGen	Frank Demiro	992855762
	Meeting Direct	NexGen	Frank Demiro	992855760
	Training Direct	NexGen	Frank Demiro	992855754
	Advisor Direct	NexGen	Frank Demiro	992865194
	Advisory Boards (PMLC, NP/PA) 300K	Decile 10	Frank Demiro	
	DPN Virtual Advisory Board Series (4)	Decile 10	Frank Demiro	992866338
	PMLC Advisory Board Meeting	Decile 10	Frank Demiro	992864530
	PMLC WebEx for DPN	Decile 10	Frank Demiro	992925258
	Research for future of Med Ed 100k	Decile 10	Frank Demiro	
	Small meetings - Peer to Peer	Decile 10	Dominic Lazzaro	992878638
	NA Pharm Professional Med Ed Council 100K	Decile 10	Frank Demiro	
	Mystro Downpayment		Frank Demiro	993109412
	Deploy differential resourcing to drive local market opportunities			
	Product Theaters (AAPM, APS, AANP, PAINWeek) 400k	Decile 10	Frank Demiro	
	2012 APS Product Theater	Decile 10	Frank Demiro	992864520
	2012 AAPM Product Theater	Decile 10	Frank Demiro	992864536
	MPR Live Report at AAPM Meeting	PRI	Frank Demiro	992874022
	2012 AAPA Product Theater			
	2012 Pain Week Product Theater		Dominic Lazzaro	992957968
	1:1 KOL Meetings	Decile 10	Dominic Lazzaro	992992222
	PA newsletter 10K		Dominic Lazzaro	
	Competitively differentiate vs. Oxy			
	ICC SOW: (DPN creative/message dev't, iPad, sales force support) 3.3MM target 2.7mm total	ICC	Paul Lowman	
	Agency Fees (P.O. \$3,114,297)	ICC	Tricia Yap	992855796
	Travel/ODP/Production (P.O. \$265,200)	ICC	Tricia Yap	992861108
	Incentive Comp	ICC	AIC	
	DPN Launch and Training			
	Nucynta Rehearsal/Training: DPN Presenta		Frank Demiro	993049419
	DPN Overview Training eModule	Axiom	Kanitha Burns	993021472
	Long-term enhancement / improvement			
	Speaker Training Portal	Decile10	Frank Demiro	993023882
	CRM	Integrated Communications Corp	Lita Biancani	
	iCRM	WK	Lita Biancani	993003336
	iCRM analytics (\$56,504)	Model N	Frank Demiro	993066922

23.5 JU BUDGET	\$1.7MM to Cut	600K REDUCTION	21.8 MM Budget	INVOICED	REMAINING based on 21.8 NU	TOTAL PO
4,500,000	(500,000)		4,000,000	4,000,000	-	4,000,000
	200,000	(200,000)			-	
(127,071)	-		(127,071)	(127,071)	-	
50,000	-		50,000	50,000	-	
13,620	-		13,620	13,620	-	13,620
	-				-	
24,992	-		24,992	24,992	-	24,992
25,000	(44)		24,956	24,956	0	24,956
25,000	-		25,000	25,004	(4)	25,000
25,000	-		25,000	25,000	-	25,000
127,400	-	(11,979)	115,421	115,421	-	115,421
81,025	-	(17,330)	63,696	63,696	-	63,696
122,300	-	(4,992)	117,308	117,308	-	117,308
368,950	(200,000)	24,050	193,000	186,468	6,532	193,000
	-				-	
99,500	-		99,500	99,500	-	99,500
83,750	-		83,750	83,750	-	83,750
99,750	-		99,750	99,750	-	99,750
59,500	-		59,500	59,500	-	59,500
127,516	-		127,516	127,516	-	127,516
88,125	31,175		119,300	119,300	-	119,300
60,500	-		60,500	60,500	-	60,500
113,250	-		113,250	113,250	-	113,250
210,500	-		210,500	210,500	-	210,500
65,813	21,937		87,750	87,750	-	87,750
41,850	-		41,850	41,850	-	41,850
	-				-	
226,900	(33,874)		193,026	193,026	-	193,026
18,665	17,298	(22,963)	13,000	13,000	-	13,000
18,665	-	(5,599)	13,066	13,066	-	13,066
	-				-	
5,609	-		5,609	5,609	-	5,609
	-				-	
28,600	-		28,600	45,559	(16,959)	-
	-				-	
	-				-	
157,905	-	(14,448)	143,457	143,457	-	143,457
157,155	-	(18,026)	139,129	139,129	-	139,129
37,450	-		37,450	37,450	-	37,450
	-				-	
44,400	-		44,400	44,400	-	44,400
11,000	-		11,000	11,000	-	11,000
35,000	(35,000)				-	
	-				-	
	-				-	
2,660,233	-	221,810	2,882,043	2,882,043	(0)	2,882,043
265,200	(50,000)	(117,601)	97,599	99,079	(1,480)	99,079
	-	72,000	72,000	72,000	-	72,000
	-				-	
3,250	-		3,250	3,250	-	3,250
90,225	-	(4,322)	85,903	85,903	-	85,903
	-				-	
250,000	-		250,000	249,649	351	250,000
	-				-	
73,866	(73,866)		(0)		(0)	
17,623	-		17,623	17,623	-	17,623
50,000	6,504		56,504	56,507	(3)	56,504



	PO Number	SPLITS				Budget				TOTAL	Check	Q1	Actual Split		Actual Spent		Q3	Q4	TOTAL
		Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4				Q2	Actual Split	Actual Spent	Actual Split	Q3	Q4	
<b>Execute leading edge peer-to-peer education</b>																			
Live Speaker Programs (incl Regional hot spots) 4.5MM	4,500,000	992870488	0%	0%	0%	0%	1,395,000	1,350,000	900,000	855,000	4,500,000	-	1,411,000	1,964,000			450,000	175,000	
Full service for Mtg Direct			0%	0%	0%	0%					-								
Nucynta 2011 Speakers Bureau. Execution Credit	(127,071)	992639131	0%	0%	0%	0%	-	-	-	-	(127,071)	-		(127,071)			-	-	
Revision to the speaker slide deck	50,000	993108766	0%	0%	0%	0%	-	-	-	-	50,000	-		-			-	50,000	
KOL Stakeholder Database	13,620	992911614	50%	20%	20%	10%	6,810	2,724	2,724	1,362	13,620	-	6,810	2,724			3,071	1,015	
Core Message Development (speaker deck update) 200k	-		0%	0%	0%	0%	-	-	-	-	-	-		-			-	-	
Project Mgt & Consultancy Services - Q1	24,992	992864540	91%	9%	0%	0%	22,743	2,249	-	-	24,992	-	22,716	2,276			-	-	
Project Mgt & Consultancy Services - Q2	25,000	992953624	0%	100%	0%	0%	-	25,000	-	-	25,000	-	-	23,493			1,463	-	
Project Mgt & Consultancy Services - Q3	25,000	993029892	0%	0%	100%	0%	-	-	25,000	-	25,000	-	-	-			21,850	3,154	
Project Mgt & Consultancy Services - Q4	25,000	993085618	0%	0%	0%	0%	-	-	-	-	-	25,000	-	-			-	25,000	
2012 Speaker Deck updates	127,400	992855752	40%	0%	60%	0%	50,960	76,440	-	-	127,400	-	28,050	28,050			56,959	2,362	
Speaker Web Training (Make up session from 2011)	81,025	992925260	0%	100%	0%	0%	-	81,025	-	-	81,025	-	63,525	(7,103)			2,301	4,972	
Interactive Presentation Builder 3.0	122,300	992911107	70%	30%	0%	0%	85,610	36,690	-	-	122,300	-	85,725	-			17,145	14,438	
DPN Speaker Training 300K	368,950	992865568	0%	0%	0%	100%	-	-	368,950	-	368,950	-	-	-			63,000	123,468	
NexGen RxMarketing 524K	-		0%	0%	0%	0%	-	-	-	-	-	-	-	-			-	-	
Speaker NewChannel	99,500	992868950	50%	0%	25%	25%	49,750	24,875	24,875	-	99,500	-	49,750	49,750			-	-	
NUCYNTA Attendee NewsChannel	83,750	992925278	75%	0%	25%	0%	62,813	-	20,938	-	83,750	-	55,313	28,437			-	-	
Attendee NewsChannel	99,750	992868958	50%	0%	25%	25%	49,875	-	24,938	24,938	99,750	-	49,876	-			49,874	-	
Speaker Library NewsChannel	59,500	992855748	75%	0%	25%	0%	44,625	-	14,875	-	59,500	-	44,625	-			14,875	-	
Target NewsChannel	127,516	992868954	75%	0%	25%	0%	95,637	-	31,879	-	127,516	-	95,637	31,879			-	-	
NP/PA Collaboration in Pain NewsChannel	88,125	992868962	50%	10%	20%	20%	44,063	8,813	17,625	17,625	88,125	-	58,750	31,175			29,375	-	
Field NewsChannel	60,500	992855744	75%	0%	25%	0%	45,375	-	15,125	-	60,500	-	45,375	15,125			-	-	
Speaker Direct	113,250	992855762	75%	0%	0%	25%	84,938	-	-	28,313	113,250	-	84,938	28,312			-	-	
Meeting Direct	210,500	992855760	78%	22%	0%	0%	164,190	46,310	-	-	210,500	-	164,600	25,450			20,450	-	
Training Direct	65,813	992855754	50%	0%	0%	50%	32,907	-	-	32,907	65,813	-	43,876	-			43,874	-	
Advisor Direct	41,850	992865194	100%	0%	0%	0%	41,850	-	-	-	41,850	-	41,850	-			-	-	
Advisory Boards (PMLC, NP/PA) 300K	-		0%	0%	0%	0%	-	-	-	-	-	-	-	-			-	-	
DPN Virtual Advisory Board Series (4)	226,900	992886338	86%	14%	0%	0%	195,134	31,766	-	-	226,900	-	196,080	-			(3,054)	-	
PMLC Advisory Board Meeting	18,665	992864530	0%	50%	50%	0%	-	9,333	9,333	-	18,665	-	35,963	-			(22,963)	-	
PMLC WebEx for DPN	18,665	992925258	6%	94%	0%	0%	1,120	17,545	-	-	18,665	-	9,333	2,604			1,130	-	
Research for future of Med Ed 100k	-		0%	0%	50%	50%	-	-	-	-	-	-	-	-			-	-	
Small meetings - Peer to Peer	5,609	992878638	90%	10%	0%	0%	5,048	561	-	-	5,609	-	5,225	384			-	-	
NA Pharm Professional Med Ed Council 100K	-		0%	0%	50%	50%	-	-	-	-	-	-	-	-			-	-	
Mystro Downpayment	28,600	993109412	0%	0%	0%	0%	-	-	-	-	-	28,600	-	-			-	45,559	
Deploy differential resourcing to drive local market opportunities	-		0%	0%	0%	0%	-	-	-	-	-	-	-	-			-	-	
Product Theaters (AAPM, APS, AANP, PAINWeek) 400k	-		0%	0%	0%	0%	-	-	-	-	-	-	-	-			-	-	
2012 APS Product Theater	157,905	992864520	75%	25%	0%	0%	118,429	39,476	-	-	157,905	-	118,429	6,600			18,428	-	
2012 AAPM Product Theater	157,155	992864536	83%	17%	0%	0%	130,439	26,716	-	-	157,155	-	131,009	8,120			-	-	
MPR Live Report at AAPM Meeting	37,450	992874022	100%	0%	0%	0%	37,450	-	-	-	37,450	-	37,450	-			-	-	
2012 AAPA Product Theater	-		0%	0%	100%	0%	-	-	-	-	-	-	-	-			-	-	
2012 Pain Week Product Theater	44,400	992957968	0%	0%	0%	100%	-	-	44,400	-	44,400	-	-	44,400			-	-	
1:1 KOL Meetings	11,000	992992222	0%	0%	100%	0%	-	11,000	-	-	11,000	-	-	5,500			5,500	-	
PA newsletter 10K	35,000		0%	100%	0%	0%	-	35,000	-	-	35,000	-	-	-			-	-	
Competitively differentiate vs. Oxy	-		0%	0%	0%	0%	-	-	-	-	-	-	-	-			-	-	
ICC SOW: (DPN creative/message dev't, iPad, sales force support)	-		0%	0%	0%	0%	-	-	-	-	-	-	-	-			-	-	
3.3MM target 2.7mm total	-		0%	0%	0%	0%	-	-	-	-	-	-	-	-			-	-	
Agency Fees (P.O. \$3,114,297)	2,660,233	992855796	29%	16%	30%	25%	771,468	425,637	798,070	665,058	2,660,233	-	778,574	745,395			679,037	679,037	
Travel/OOP/Production (P.O. \$265,200)	265,200	992861108	9%	41%	40%	10%	23,868	108,732	106,080	26,520	265,200	-	24,283	26,687			28,862	19,246	
Incentive Comp	-	AIC	0%	0%	0%	0%	-	-	-	-	-	-	-	-			-	72,000	
DPN Launch and Training	-		0%	0%	0%	0%	-	-	-	-	-	-	-	-			-	-	
Nucynta Rehearsal/Training: DPN Presenta	3,250	993049419	0%	0%	0%	0%	-	-	-	-	-	3,250	-	-			3,250	-	
DPN Overview Training eModule	90,225	993021472	0%	50%	50%	0%	-	45,113	45,113	-	90,225	-	-	-			86,176	(273)	
Long-term enhancement / improvement	-		0%	0%	0%	0%	-	-	-	-	-	-	-	-			-	-	
Speaker Training Portal	250,000	993023882	0%	0%	100%	0%	-	-	250,000	-	250,000	-	-	-			169,115	80,534	
CRM	73,866		0%	0%	75%	25%	-	55,399	18,466	-	73,866	-	-	-			-	-	
iCRM	17,623	993003336	0%	0%	0%	0%	-	-	-	-	-	17,623	-	-			14,665	2,958	
iCRM analytics (\$56,504)	50,000	993066922	0%	0%	0%	100%	-	-	50,000	-	50,000	-	-	-			-	56,507	
ICRM (\$460k P.O.)	458,615	993109885	0%	0%	0%	0%	-	-	-	-	-	458,615	-	-			-	460,873	
0	-	993015300	0%	0%	0%	0%	-	-	-	-	-	-	-	-			308,209	(308,209)	
Spotfire upgrade for BIOM project .	5,000	993093328	0%	0%	0%	0%	-	-	-	-	-	5,000	-	-			-	437	
ICRM	-	ICRM	0%	0%	0%	0%	-	-	-	-	-	-	-	-			-	96,725	
Grow brand awareness thru print/online media/digital	-		0%	0%	0%	0%	-	-	-	-	-	-	-	-			-	-	
Compas Credits	(40,257)	Compas	0%	0%	0%	0%	-	-	-	-	-	(40,257)	-	-			-	-	
Specialty Print Media (Jan-Jun only) 1.1MM	453,000	Print Media	56%	44%	0%	0%	253,680	199,320	-	-	453,000	-	255,743	70,495			8,197	(3,204)	
MediScript Rx Pad Ads 400K	-		0%	0%	0%	0%	-	-	-	-	-	-	-	-			-	-	
6-Month Pad Program (Mar-Aug)	295,468	Medi-Scripts	0%	100%	0%	0%	-	295,468	-	-	295,468	-	-	295,468			-	-	
4-Month Pad Program (Sep-Dec) DPN	198,000	Pad Program	0%	0%	100%	0%	-	-	198,000	-	198,000	-	-	-			-	200,437	
Power Program (Folder)	192,999	Mediscripts	0%	100%	0%	0%	-	192,999	-	-	192,999	-	-	108,580			84,419	-	
Digital Media (Online Banners) 1.4MM	-		0%	0%	0%	0%	-	-	-	-	-	-	-	-			-	-	

Jan-Jun Online Advertising	300,016	Online	91%	9%	0%	0%	273,015	27,001	-	-	300,016	-	187,323	209,542	(30,537)	(37,053)
0	-	-	0%	0%	0%	0%	-	-	-	-	-	-	-	-	-	-
Jul-Dec Online Advertising	-	-	0%	0%	50%	50%	-	-	-	-	-	-	-	-	-	-
3 DocAlerts (w/custom target list) OK	-	-	0%	0%	0%	0%	-	-	-	-	-	-	-	-	-	-
DocAlerts (balance from 2011 contract) 140K	141,750	DocAlerts	100%	0%	0%	0%	141,750	-	-	-	141,750	-	141,750	-	-	-
Epocrates SmartSite OK	-	-	0%	0%	0%	0%	-	-	-	-	-	-	-	-	-	-
NUCYNTA.COM & Paid Search 400k	-	-	0%	0%	0%	0%	-	-	-	-	-	-	-	-	-	-
Paid Search	356,160	Razorfish	25%	25%	25%	25%	89,040	89,040	89,040	89,040	356,160	-	-	91,475	110,396	43,737
Digital NUC / NUC ER Messaging	94,320	992933858	27%	0%	73%	0%	25,466	-	68,854	-	94,320	-	46,607	46,607	-	64,522
WebMD (Infosite, Mobile Alerts & eBlasts) 700k	-	-	0%	0%	0%	0%	-	-	-	-	-	-	-	-	-	-
MedScape Infosite	670,218	Medscape	0%	50%	50%	0%	-	335,109	335,109	-	670,218	-	10,000	220,073	440,145	-
Email blast to pharmacies on education o	1,500	993054412	0%	0%	0%	0%	-	-	-	-	1,500	-	-	-	1,500	-
TBD	-	-	0%	0%	100%	0%	-	-	-	-	-	-	-	-	-	-
CRM Program 200K	-	-	0%	75%	25%	0%	-	-	-	-	-	-	-	-	-	-
Promotional Direct Mail 0k	29,767	992898512	40%	60%	0%	0%	11,907	17,860	-	-	29,767	-	11,926	8,248	1,086	-
"DOWN PAYMENT" ADVANCE POSTAGE - NUCYNT	8,826	992900564	100%	0%	0%	0%	8,826	-	-	-	8,826	-	8,826	-	(2,140)	-
Recruiting and Email Campaigns (targeting non-users)	85,000	992980804	0%	100%	0%	0%	-	85,000	-	-	85,000	-	-	85,000	-	-
DPN HCP mailer and #1 #2 email blasts.	83,500	993059009	0%	0%	50%	50%	-	-	41,750	41,750	83,500	-	-	-	57,558	-
DPN pain pharmacy eblast	16,500	993055769	0%	0%	0%	0%	-	-	-	-	-	16,500	-	-	16,500	-
eDetail reformat to HTML 5	26,500	992862198	100%	0%	0%	0%	26,500	-	-	-	26,500	-	26,500	-	-	-
Leverage significant SOV to accelerate penetration/productivity	-	-	0%	0%	0%	0%	-	-	-	-	-	-	-	-	-	-
Conventions & Exhibits 800k	-	-	0%	0%	0%	0%	-	-	-	-	-	-	-	-	-	-
Annual Conventions	70,300	992896464	19%	31%	25%	25%	13,357	21,793	17,575	17,575	70,300	-	21,759	11,653	8,056	-
Annual Conventions	256,815	992897060	30%	20%	25%	25%	77,045	51,363	64,204	64,204	256,815	-	116,592	83,726	39,475	(6,958)
Annual Conventions	30,000	992953622	0%	0%	0%	0%	-	-	-	-	-	30,000	-	30,000	-	-
Annual Conventions	9,809	992926282	0%	33%	33%	33%	-	3,270	3,270	3,270	9,809	0	-	1,246	2,268	656
Annual Conventions	-	993108299	0%	0%	0%	0%	-	-	-	-	-	-	-	-	-	1,012
Annual Conventions	10,485	992934334	0%	0%	0%	0%	-	-	-	-	-	10,485	10,485	-	-	-
March Activity Report for convention	4,551	993000948	0%	100%	0%	0%	-	4,551	-	-	4,551	-	-	4,551	-	-
2012 May Activity Report for convention	5,232	993013276	0%	0%	100%	0%	-	-	5,232	-	5,232	-	-	-	5,231	-
June Convention Activity for Nucynta (AA	1,883	993054127	0%	0%	0%	0%	-	-	-	-	-	1,883	-	-	1,883	-
**DOWN PAYMENT FOR POSTAGE**- Nucynta -	287	993054128	0%	0%	0%	0%	-	-	-	-	-	287	-	-	287	-
GPO Show	37,063	4600176612	100%	0%	0%	0%	37,063	-	-	-	37,063	-	37,063	-	-	-
Exhibits	154,177	Exhibits	72%	28%	0%	0%	111,008	43,170	-	-	154,177	-	59,401	45,869	4,000	-
Quarterly Data Extract	6,420	992998886	0%	0%	100%	0%	-	-	6,420	-	6,420	-	-	1,605	1,605	1,605
Nucynta/Nucynta ER 2012 eRAMP Administra	34,000	993021684	0%	0%	100%	0%	-	-	34,000	-	34,000	-	-	-	17,584	16,416
NP & PA Specific Programs	-	-	0%	0%	0%	0%	-	-	-	-	-	-	-	-	-	-
NP/PA Programs 400K	-	-	0%	0%	0%	0%	-	-	-	-	-	-	-	-	-	-
Regional speaker programs	231,900	992878632	23%	47%	20%	10%	53,337	108,993	46,380	23,190	231,900	-	54,320	69,128	18,147	21,564
Development of speaker program evolution	-	-	0%	0%	0%	100%	-	-	-	-	-	-	-	-	-	-
Millenium Book Program	-	-	0%	0%	0%	100%	-	-	-	-	-	-	-	-	-	-
Clinical Advisor (Journal supplement-product profile)	60,000	992948190	0%	100%	0%	0%	-	60,000	-	-	60,000	-	-	23,034	34,552	35
Nucynta-Clinical Advisor BRC FULFILLMENT	2,301	993054123	0%	0%	0%	0%	-	-	-	-	-	2,301	-	-	-	-
Clinical Medicine-NEJM	19,990	-	0%	0%	0%	100%	-	-	19,990	19,990	-	-	-	-	-	-
Nucynta-Clinical Advisor Newsletter and	11,123	993055771	0%	0%	0%	0%	-	-	-	-	-	11,123	-	-	11,123	-
2012: NEJM's "Updates in Clinical Medici	10,010	993056781	99305	99305	99305	99305	#####	#####	#####	#####	#####	#####	-	-	10,010	-
Tactic associated w/ a P.O.	-	-	0%	0%	0%	100%	-	-	-	-	-	-	-	-	-	-
Evaluate Patient Strategy	-	-	0%	0%	0%	0%	-	-	-	-	-	-	-	-	-	-
Evaluate Patient Strategy 0k	-	-	0%	0%	0%	0%	-	-	-	-	-	-	-	-	-	-
Tactic associated w/ a P.O.	-	-	0%	0%	0%	0%	-	-	-	-	-	-	-	-	-	-
Catalina adherence/persistency program	-	-	0%	0%	0%	0%	-	-	-	-	-	-	-	-	-	-
Health Media Program 155K	-	-	0%	0%	0%	0%	-	-	-	-	-	-	-	-	-	-
Tactic associated w/ a P.O.	-	-	0%	0%	0%	0%	-	-	-	-	-	-	-	-	-	-
Provide patients savings programs	-	-	0%	0%	0%	0%	-	-	-	-	-	-	-	-	-	-
PNMT \$25 & 10 Free Pills Programs (Admin expenses) 2MM	-	-	0%	0%	0%	0%	-	-	-	-	-	-	-	-	-	-
2012 Split PNMT \$25 Savings Card - Admin Fee	94,227	992752392	73%	27%	0%	0%	68,786	25,441	-	-	94,227	-	154,963	(60,736)	-	-
2012 PNMT \$25 Savings Card - Admin Fee Old	112,828	992963000	0%	33%	33%	34%	-	37,233	37,233	38,361	112,828	(0)	-	76,889	29,593	4,380
2012 PNMT \$25 Savings Card - Admin Fee New	1,123,350	993002852	0%	33%	33%	34%	-	370,706	370,706	381,939	1,123,350	-	-	241,508	183,038	118,709
2012 Split TRIALSCRIPT "10 Free Pills"	54,820	992747920	78%	22%	0%	0%	42,760	12,060	-	-	54,820	-	54,820	-	-	-
2012 TRIALSCRIPT "10 Free Pills" Old	18,406	992962998	0%	33%	33%	34%	-	6,074	6,074	6,258	18,406	-	-	8,699	6,968	1,132
2012 TRIALSCRIPT "10 Free Pills" New	210,888	992963992	0%	33%	33%	34%	-	69,593	69,593	71,702	210,888	-	-	33,290	25,392	8,514
2011 LOYALTY SCRIPT	1,540	992747870	77%	23%	0%	0%	1,186	354	-	-	1,540	-	1,540	-	-	-
NUCYNTA-SAVING CARD BROCHURE	96,931	993103160	0%	0%	0%	0%	-	-	-	-	-	96,931	-	-	-	96,931
Print savings cards, vouchers and office materials 1.3MM	-	-	0%	0%	0%	0%	-	-	-	-	-	-	-	-	-	-
Earth Color January Print	276,860	992869094	95%	5%	0%	0%	263,017	13,843	-	-	276,860	-	262,885	-	-	-
Earth Color LETTER and Fulfillment	3,186	992835550	0%	50%	25%	25%	-	1,593	797	797	3,186	-	-	-	-	-
Earth Color March Print of Savings Cards and Vouchers	593,247	992922770	-4%	104%	0%	0%	(23,730)	616,977	-	-	593,247	-	(26,379)	650,499	-	-
NUCYNTA - Drop Shipment to Survey Winne	1,348	992929962	0%	100%	0%	0%	-	1,348	-	-	1,348	-	1,348	-	-	-
PNMT \$25 2012 Production. Nucynta/ER	52,091	993106787	0%	0%	0%	0%	-	-	-	-	-	52,091	-	-	-	52,091
NUCYNTA-Savings Card Holders, Cards, and	41,813	993104105	0%	0%	0%	0%	-	-	-	-	-	41,813	-	-	-	41,813
NUCYNTA-SAVINGS CARD LETTERHEAD & ENVEL	3,083	993105118	0%	0%	0%	0%	-	-	-	-	-	3,083	-	-	-	3,083
Secure T2 formulary access in targeted accounts	-	-	0%	0%	0%	0%	-	-	-	-	-	-	-	-	-	-
6 Formulary Flashes 225K	-	-	0%	0%	0%	0%	-	-	-	-	-	-	-	-	-	-



ePocrates Formulary Flashes	225,000	Flashes	0%	50%	50%	0%	-	112,500	112,500	-	225,000	-	225,000	-	-	-
Decile 10 unaccrued 2011 expense for Part D	(3,767)	992698916	-48%	148%	0%	0%	1,808	(5,576)	-	-	(3,767)	(0)	(3,767)	-	-	-
Payer Advisory Board Meeting	-	-	0%	0%	0%	0%	-	-	-	-	-	-	-	-	-	-
ESTIMATE ONLY: End of Year Ad Board	-	-	0%	0%	50%	50%	-	-	-	-	-	-	-	-	-	-
Update Managed Care Value Prop Slide Deck 50K	-	-	0%	0%	0%	0%	-	-	-	-	-	-	-	-	-	-
ESTIMATE ONLY: March Update with Business Update & iPad	50,000	-	0%	100%	0%	0%	-	50,000	-	-	50,000	-	-	-	-	-
DPN Advisory Board Meeting 150K	-	-	0%	0%	0%	0%	-	-	-	-	-	-	-	-	-	-
Decile 10 1:1 Payer Calls	41,975	992886336	68%	32%	0%	0%	28,543	13,432	-	-	41,975	-	40,864	-	(17,590)	-
ESTIMATE ONLY: DPN Virtual Ad Board	25,000	993037422	0%	100%	0%	0%	-	25,000	-	-	25,000	-	-	-	20,020	2,017
Cross Brand Ad Board	50,000	Cross Brand	0%	0%	0%	0%	-	-	-	-	50,000	-	-	-	50,000	-
Internal SCG Advisory Board Meeting 15K	-	-	0%	0%	100%	0%	-	-	-	-	-	-	-	-	-	-
Develop and create SCG customer materials including payers, LTC, advocacy, policy, etc 300K	-	-	0%	0%	0%	0%	-	-	-	-	-	-	-	-	-	-
ESTIMATE ONLY: PBM Account Leader Product Profile	81,515	992935660	0%	100%	0%	0%	-	81,515	-	-	81,515	-	-	52,033	11,016	10,986
ESTIMATE ONLY: Elderly questionnaire response	-	-	0%	50%	50%	0%	-	-	-	-	-	-	-	-	-	-
ESTIMATE ONLY: SCG Materials (Update value deck w/ DPN)	26,025	-	0%	0%	100%	0%	-	26,025	-	-	26,025	-	-	-	-	-
SCG Value Payer Message Updates for DPN Part 1	23,975	993021466	0%	0%	100%	0%	-	23,975	-	-	23,975	-	-	-	20,639	3,286
ESTIMATE ONLY: Materials for DPN Indication (DPN HECOR non-branded reprint licensing)	25,000	-	0%	25%	50%	25%	-	6,250	12,500	6,250	25,000	-	-	-	-	-
ESTIMATE ONLY: Materials for DPN Indication (DPN HECOR non-branded reprint licensing)	-	-	0%	0%	0%	0%	-	-	-	-	-	-	-	-	-	-
ESTIMATE ONLY: Payer e-Blasts	-	-	0%	50%	50%	0%	-	-	-	-	-	-	-	-	-	-
Accelerate regional pull through of national formularies	-	-	0%	0%	0%	0%	-	-	-	-	-	-	-	-	-	-
Profero Group/Alert Mktg (iDesign, formulary flashcards, etc...) 850K	-	-	0%	0%	0%	0%	-	-	-	-	-	-	-	-	-	-
Profero Agency fee	180,000	992864526	17%	33%	25%	25%	30,600	59,400	45,000	45,000	180,000	-	30,110	73,376	70,092	39,883
2011 Profero Agency Fees--Portion not accrued	15,500	992647568	0%	100%	0%	0%	-	15,500	-	-	15,500	-	-	-	-	-
Printing Costs	-	-	0%	0%	0%	0%	-	-	-	-	-	-	-	-	-	-
Contemporary Graphics Printing Custom NER flashcards	3,000	992857998	100%	0%	0%	0%	3,000	-	-	-	3,000	-	35,000	(32,309)	25,469	55,527
Unimac Printing iDesign NER flashcards	38,000	992857966	13%	87%	0%	0%	4,940	33,060	-	-	38,000	-	6,538	30,012	10,007	-
Bindrite-National NER flashcards printing & shipping	36,851	992857970	100%	0%	0%	0%	36,851	-	-	-	36,851	-	36,851	-	-	-
Contemporary Graphics Printing Custom NUC flashcards	5,000	992858012	100%	0%	0%	0%	5,000	-	-	-	5,000	-	25,000	(23,840)	13,585	11,835
Unimac Printing iDesign NUC flashcards	35,000	992857994	8%	92%	0%	0%	2,800	32,200	-	-	35,000	-	2,645	29,635	3,314	-
ESTIMATE ONLY FOR REMAINING COSTS: Alert Marketing e-Pharm and e-MD	-	-	50%	25%	15%	10%	-	-	-	-	-	-	-	-	-	-
Alert Marketing Actual	8,000	992883464	0%	100%	0%	0%	-	8,000	-	-	8,000	-	-	-	-	-
Alert Marketing Actual	25,150	992883884	100%	0%	0%	0%	25,150	-	-	-	25,150	-	25,150	-	-	-
Alert Marketing Actual	16,500	992893892	100%	0%	0%	0%	16,500	-	-	-	16,500	-	16,500	-	-	-
0	-	-	0%	0%	0%	0%	-	-	-	-	-	-	-	-	-	-
ESTIMATE ONLY FOR REMAINING COSTS: Additional printing costs for cycle grids	-	-	0%	50%	25%	25%	-	-	-	-	-	-	-	-	-	-
Actual Cycle 1 Grid Costs	102,836	992893100	100%	0%	0%	0%	102,836	-	-	-	102,836	-	102,836	-	-	-
Actual Cycle 2 Grid Costs	59,404	993021722	0%	0%	100%	0%	-	-	59,404	-	59,404	-	-	-	59,404	-
Nucynta Managed Care Flashcards	-	992835556	0%	100%	0%	0%	-	-	-	-	-	-	-	-	-	-
ESTIMATE ONLY REMAINING COSTS: Additional printing costs for custom cards	-	-	0%	25%	50%	25%	-	-	-	-	-	-	-	-	-	-
Actual printing costs for custom national card	2,120	992893890	100%	0%	0%	0%	2,120	-	-	-	2,120	-	2,120	-	-	-
Nucynta printed materials for Aetn	19,209	992939836	0%	100%	0%	0%	-	19,209	-	-	19,209	-	38,418	-	(19,209)	-
ESTIMATE ONLY REMAINING COSTS: Additional printing costs for iDesign cards	-	-	0%	25%	50%	25%	-	-	-	-	-	-	-	-	-	-
Actual Printing iDesign	9,609	992893578	100%	0%	0%	0%	9,609	-	-	-	9,609	-	9,609	-	-	-
Actual 4 pager print	8,489	992890666	100%	0%	0%	0%	8,489	-	-	-	8,489	-	8,489	-	-	-
Profero SCG Support Fees (back office costs)	49,500	992890668	25%	25%	25%	25%	12,375	12,375	12,375	12,375	49,500	-	12,375	12,375	20,625	8,250
Benefit verification to support Medicare Part D exceptions and appeals 800K	-	-	0%	0%	0%	0%	-	-	-	-	-	-	-	-	-	-
Benefit verification (Triplefin) set up in 2012	-	Triplefin	0%	0%	0%	0%	-	-	-	-	-	-	-	-	-	-
Nucynta ER Med Guides-02TLE12084mg. Qty:	6,805	993056211	0%	100%	0%	0%	-	6,805	-	-	6,805	-	-	-	-	115,765
ESTIMATE ONLY: Cover My Meds Processing Fees	-	-	0%	33%	33%	33%	-	-	-	-	-	-	-	-	-	6,805
XCENDA Part D	8,212	992962804	0%	100%	0%	0%	-	8,212	-	-	8,212	-	-	8,212	24,637	-
XCENDA LTC Pull Through Training	1,208	992963044	0%	100%	0%	0%	-	1,208	-	-	1,208	-	-	1,208	3,622	-
Kid Source: NUCYNTA/NUCYNTA ER; JANSSEN Access One 125K	120,000	992864528	25%	75%	0%	0%	30,000	90,000	-	-	120,000	-	30,000	30,000	30,000	30,000
American Journal of Managed Care Publication 150K	113,200	992769302	0%	100%	0%	0%	-	113,200	-	-	113,200	-	-	52,700	-	-
New Product Bulletin Publication 140K	-	-	0%	0%	0%	0%	-	-	-	-	-	-	-	-	-	-
Obtain hospital stocking & formulary access	-	-	0%	0%	0%	0%	-	-	-	-	-	-	-	-	-	-
Joint Commission Book Program 200K	-	-	0%	0%	0%	100%	-	-	-	-	-	-	-	-	-	-
Printing Costs	-	-	0%	0%	0%	0%	-	-	-	-	-	-	-	-	-	-
Institutional Formulary Flash Cards 50K	-	-	0%	25%	50%	25%	-	-	-	-	-	-	-	-	-	-
NUCYNTA - Campaigning for Relief Portfoli	215,649	992963910	0%	100%	0%	0%	-	215,649	-	-	215,649	-	-	215,649	-	-
NUCYNTA - Campaigning for Relief 4 Module	44,616	992963942	0%	100%	0%	0%	-	44,616	-	-	44,616	-	-	44,616	-	-
NUCYNTA - Campaigning for Relief How To G	2,307	992970772	0%	100%	0%	0%	-	2,307	-	-	2,307	-	-	2,307	-	-
Nucynta-Campaigning for Relief Letter w/s	5,016	993019546	0%	0%	100%	0%	-	-	5,016	-	5,016	-	-	-	5,016	-
Joint Commission - Pain Management: Systems Approach to Improving Quality & Safety 100K	12,550	-	0%	0%	100%	0%	-	-	12,550	-	12,550	-	-	-	-	-

Nucynta Institutional Quality Campaign.	87,450	992890760	77%	23%	0%	0%	67,337	20,114	-	-	87,450	-	67,618	-	4,243	-
Ensure widespread pharmacy stocking across all strengths	-	-	0%	0%	0%	0%	-	-	-	-	-	-	-	-	-	-
Printing and Postage Costs	-	-	0%	0%	0%	0%	-	-	-	-	-	-	-	-	-	-
Retail Pharmacy Flashcards (360dev) 25K	-	-	0%	0%	100%	0%	-	-	-	-	-	-	-	-	-	-
Medication Guides (Postage/Printing) - 62,000 pieces 135K	-	-	0%	50%	50%	0%	-	-	-	-	-	-	-	-	-	-
*DOWN PAYMENT* ADVANCED POSTAGE - HCP M	12,194	992879932	100%	0%	0%	0%	12,194	-	-	-	12,194	-	12,194	-	(2,209)	-
NUCYNTA - HCP Mailing - 02TLE11030 & 02T	9,412	992883660	97%	0%	0%	0%	9,130	-	-	-	9,130	282	9,089	-	-	-
NUCYNTA - IR & ER REMS Mailing - Feb. 20	50,118	992885266	100%	0%	0%	0%	50,118	-	-	-	50,118	-	50,118	-	-	-
*DOWN PAYMENT* ADVANCE POSTAGE - IR & ER	56,301	992885392	100%	0%	0%	0%	56,301	-	-	-	56,301	-	56,301	-	(10,189)	-
NUCYNTA - REMS Folder Shrinkwrap for ove	295	992893762	100%	0%	0%	0%	295	-	-	-	295	-	295	-	-	-
NUCYNTA - Med Guide Pads - NUCYNTA and N	46,946	992883462	100%	0%	0%	0%	46,946	-	-	-	46,946	-	46,946	-	-	-
Medication Guides 2H2012 Requirement	185,000	-	0%	0%	50%	50%	-	-	92,500	92,500	185,000	-	-	-	-	-
PDR	264,134	PDR	25%	25%	25%	25%	66,034	66,034	66,034	66,034	264,134	-	70,300	70,300	46,867	76,667
IntegrChain Pharmacy Database Purchase OK	-	-	0%	0%	0%	0%	-	-	-	-	-	-	-	-	-	-
Advocate for responsible prescribing thru non-branded tools	-	-	0%	0%	0%	0%	-	-	-	-	-	-	-	-	-	-
Prescribe Responsibly App 60K	-	-	0%	0%	0%	0%	-	-	-	-	-	-	-	-	-	-
Phase II: Started in 2011 Binder and QS 360 materials	9,515	992855768	0%	100%	0%	0%	-	9,515	-	-	9,515	-	-	-	-	9,515
Phase II: Started in 2011 Binder and QS 360 materials	-	-	0%	0%	0%	0%	-	-	-	-	-	-	-	-	-	-
Decile 10: Create prescribe responsibly HCP brochure	15,905	992963002	0%	100%	0%	0%	-	15,905	-	-	15,905	-	-	12,124	3,781	742
ESTIMATE ONLY: App or update QS 360 materials	-	-	0%	50%	50%	0%	-	-	-	-	-	-	-	-	-	-
Nucynta-PRESCRIBE RESPONSIBLY BROCHURE-0	9,193	993027114	0%	0%	0%	0%	-	-	-	-	9,193	-	-	-	9,193	-
Prescribe Responsibly Phase III 50K	-	-	0%	0%	0%	0%	-	-	-	-	-	-	-	-	-	-
ESTIMATE ONLY:	-	-	0%	50%	50%	0%	-	-	-	-	-	-	-	-	-	-
Develop national pain policy platform to align HPAD's & SGA	-	-	0%	0%	0%	0%	-	-	-	-	-	-	-	-	-	-
e-scan new item	-	-	0%	0%	0%	0%	-	-	-	-	-	-	-	-	-	-
National Advocacy 1.2MM	-	-	0%	0%	0%	0%	-	-	-	-	-	-	-	-	-	-
ESTIMATE ONLY: Association Fees (National)	60,667	-	0%	75%	15%	10%	-	45,500	9,100	6,067	60,667	-	-	-	-	-
ESTIMATE ONLY: Association Fees (National)	-	-	0%	0%	0%	0%	-	-	-	-	-	-	-	-	-	-
ESTIMATE ONLY: Develop national policy platform and comm plan	-	-	0%	100%	0%	0%	-	-	-	-	-	-	-	-	-	-
ESTIMATE ONLY: Combined PR/Advocacy efforts (Weber)	-	-	0%	50%	50%	0%	-	-	-	-	-	-	-	-	-	-
ESTIMATE ONLY: Remaining Nicole Barsamian Agency fee (Smart Moves, Smart Choices)	-	-	0%	50%	25%	25%	-	-	-	-	-	-	-	-	-	-
Barsamian Web Survey for SMSC	14,000	992963006	0%	100%	0%	0%	-	14,000	-	-	14,000	-	14,000	-	8,000	-
Barsamian Development of brochure for SMSC	21,000	992963010	0%	100%	0%	0%	-	21,000	-	-	21,000	-	14,000	-	6,000	-
Barsamian Management fee SMSC	49,000	992963130	0%	100%	0%	0%	-	49,000	-	-	49,000	-	16,000	-	33,000	-
ESTIMATE ONLY: Advocacy Project TBD	-	-	0%	25%	50%	25%	-	-	-	-	-	-	-	-	-	-
Local Advocacy 500K	-	-	0%	0%	0%	0%	-	-	-	-	-	-	-	-	-	-
Decile 10: FL, OH, TX Pain Policy programs	80,900	992907582	2%	98%	0%	0%	1,618	79,282	-	-	80,900	-	37,333	21,745	16,361	3,940
NexGen RxMarketing Meeting Direct Platform FL & OH	85,000	-	0%	100%	0%	0%	-	85,000	-	-	85,000	-	-	-	-	-
NexGen Rx Meeting Direct Platform 6 additional states	82,722	992884214	74%	26%	0%	0%	61,214	21,508	-	-	82,722	-	61,597	-	-	-
NexGen Rx Meeting Direct Platform 5 additional states video	58,000	992883658	25%	25%	25%	25%	14,500	14,500	14,500	14,500	58,000	-	14,500	-	-	-
Decile 10: Develop 4 state programs	153,500	992953628	0%	50%	50%	0%	-	76,750	76,750	-	153,500	-	30,500	-	18,300	4,906
ESTIMATE ONLY: Association Fees (Regional)	29,994	Assn Fees	0%	50%	25%	25%	-	14,997	7,499	7,499	29,994	-	(15,006)	17,500	26,500	-
ESTIMATE ONLY: Printing fees for all programs	-	-	0%	33%	33%	33%	-	-	-	-	-	-	-	-	-	-
HCP invites OH & FL	2,686	992990954	0%	0%	0%	0%	-	-	-	-	2,686	-	2,703	-	-	-
Smart Moves Smart Choices Brochure Printing	3,190	992997142	0%	0%	0%	0%	-	-	-	-	3,190	-	-	-	3,190	-
Baum-Printing OH Policy Invites	1,659	992858018	91%	9%	0%	0%	1,510	149	-	-	1,659	-	1,503	-	-	-
Advance awareness of under treatment of pain	-	-	0%	0%	0%	0%	-	-	-	-	-	-	-	-	-	-
Public Relations Programs (SMSC, LTP, PR) 1MM	-	-	0%	0%	0%	0%	-	-	-	-	-	-	-	-	-	-
Ketchum Inc - 2011 PR	35,877	992649825	100%	0%	0%	0%	35,877	-	-	-	35,877	-	35,877	-	-	-
NUCYNTA Smart Moves Smart Choices Tool Kit	66,130	992864532	100%	0%	0%	0%	66,130	-	-	-	66,130	-	66,130	-	-	-
Smart Moves Smart Choices DVD	6,320	992864524	100%	0%	0%	0%	6,320	-	-	-	6,320	-	6,320	-	-	-
Smart Moves Smart Choices postage	38,625	992885570	100%	0%	0%	0%	38,625	-	-	-	38,625	-	38,625	-	-	-
Nucynta Smart Moves Smart Choices fulfillment	5,511	992884850	30%	20%	25%	25%	1,653	1,102	1,378	1,378	5,511	-	1,659	1,873	936	1,685
National Association - Smart Moves Smart Choices	8,000	992992232	0%	0%	100%	0%	-	-	8,000	-	8,000	-	-	-	-	-
Weber Shandwick Agency fee	-	-	50%	25%	15%	10%	-	-	-	-	-	-	-	-	-	-
PO	-	-	0%	0%	0%	0%	-	-	-	-	-	-	-	-	-	-
Weber Shandwick PO (\$172,295 initial P.O)	681,000	992925256	100%	0%	0%	0%	681,000	-	-	-	681,000	-	220,000	-	153,129	307,871
Pain Week Curtain raiser	-	Compas Inc	0%	0%	0%	0%	-	-	-	-	-	-	-	-	40,000	-
Misc Total	-	-	0%	0%	0%	0%	-	-	-	-	-	-	-	-	-	-
Printing (PI and Other) 2MM	-	-	0%	0%	0%	0%	-	-	-	-	-	-	-	-	-	-
Free Goods - Samples	128,797	Free Goods	100%	0%	0%	0%	128,797	-	-	-	128,797	-	128,797	9,941	-	217,483
Benfield Group (Employer Kits)	37,500	992859540	16%	0%	34%	50%	6,000	-	12,750	18,750	37,500	-	5,950	-	-	-
DOWNPAYMENT: STAGE 2: Tapentadol ER	(48,475)	992787624	0%	100%	0%	0%	-	(48,475)	-	-	(48,475)	-	(48,475)	-	-	-
Misc. Costs	-	-	0%	0%	0%	0%	-	-	-	-	-	-	-	-	-	-
Package Insert Formatting (NUC ER)	5,000	992857956	11%	0%	39%	50%	550	-	1,950	2,500	5,000	-	600	280	-	3,545
Simple Design / Repurposing (NUC ER)	75,143	992858026	43%	7%	25%	25%	32,312	5,260	18,786	18,786	75,143	-	32,507	26,531	15,758	33,635
Product Theaters (NUC ER)	45,000	992858020	0%	50%	25%	25%	-	22,500	11,250	11,250	45,000	-	-	-	-	-
Package Insert Formatting (NUC)	5,350	992857958	0%	50%	25%	25%	-	2,675	1,338	1,338	5,350	-	300	412	-	-
Simple Design / Repurposing (NUC)	90,000	992858030	0%	50%	25%	25%	-	45,000	22,500	22,500	90,000	-	19,158	21,739	29,429	16,995
Versatile Printing Application	803	992720370	0%	50%	25%	25%	-	401	201	201	803	-	-	-	-	-
Spanish PI translations	8,424	993060981	0%	0%	100%	0%	-	-	8,424	-	8,424	-	-	-	-	-
Translation, DTP layout and translator/Q	8,489	992935662	0%	0%	0%	0%	-	-	-	-	8,489	-	8,489	-	-	-



PI Repack for Bunionectomy	1,849	992937852	0%	100%	0%	0%	-	1,849	-	-	1,849	-	-	1,849	-	-
Nucynta PI (Version 10169805)	131,582	992935658	0%	100%	0%	0%	-	131,582	-	-	131,582	-	-	131,582	-	-
2012 April Activity Report/JPL SHM, PMW	495	993024298	0%	0%	100%	0%	-	-	495	-	-	-	-	-	495	-
Printing Costs	-	-	0%	0%	0%	0%	-	-	-	-	-	-	-	-	-	-
0	15,409	992879734	100%	0%	0%	0%	15,409	-	-	-	15,409	-	-	15,409	-	-
0	3,765	992878636	100%	0%	0%	0%	3,765	-	-	-	3,765	-	-	3,765	-	-
0	29,822	992898540	100%	0%	0%	0%	29,822	-	-	-	29,822	-	-	29,822	-	-
Moore- Nucynta Meeting Direct Invite #3	12,361	992873070	100%	0%	0%	0%	12,361	-	-	-	12,361	-	-	12,361	-	-
0	29,342	992898550	100%	0%	0%	0%	29,342	-	-	-	29,342	-	-	29,084	-	-
NUCYNTA - Dimensional Leave Behind - 02T	13,790	992914147	100%	0%	0%	0%	13,790	-	-	-	13,790	-	-	13,599	-	-
NUCYNTA - Slim Jim - 02TL11089 - QTY: 75	34,470	992917496	100%	0%	0%	0%	34,470	-	-	-	34,470	-	-	34,470	-	-
Nucynta Slim Jim PI Swap - 02TL11112. Q	5,651	993042890	0%	0%	0%	0%	-	-	-	5,651	-	-	-	-	5,650	-
NUCYNTA - Savings Card Flashcard - 02TLE	17,372	992917596	100%	0%	0%	0%	17,372	-	-	-	17,372	-	-	(3,108)	-	-
NUCYNTA - Discussion Guide Reorder - 02T	6,035	992919598	100%	0%	0%	0%	6,035	-	-	-	6,035	-	-	6,035	-	-
NUCYNTA - Flashcard leave-behind to pull	3,055	992963938	0%	100%	0%	0%	-	3,055	-	-	3,055	-	-	3,055	-	-
NUCYNTA - Pharmacy Stocking Kit (Reorder)	24,685	992900786	0%	100%	0%	0%	-	24,685	-	-	24,685	-	-	24,685	-	-
HCP Mailers & Envelope Printing (NUC)	15,520	992891162	100%	0%	0%	0%	15,520	-	-	-	15,520	-	-	15,520	-	-
Journal Ad - February Publication	13,198	992870736	100%	0%	0%	0%	13,198	-	-	-	13,198	-	-	13,198	-	-
Journal Ad - March-June Publication	26,379	992879502	100%	0%	0%	0%	26,379	-	-	-	26,379	-	-	26,379	-	-
IR & ER REMS Mailing- Feb.	13,338	992887102	100%	0%	0%	0%	13,338	-	-	-	13,338	-	-	13,338	-	-
NUCYNTA - Hartrick (ESJD) Reprint Carrie	8,876	992907550	0%	100%	0%	0%	-	8,876	-	-	8,876	-	-	8,876	-	-
NUCYNTA - Bunionectomy I and II Reprint	25,179	992910316	0%	100%	0%	0%	-	25,179	-	-	25,179	-	-	25,179	-	-
NUCYNTA - Pain Diary - 02TL12003 - QTY:	38,441	992910470	0%	100%	0%	0%	-	38,441	-	-	38,441	-	-	38,441	-	-
NUCYNTA - PATIENT BROCHURE - 02TL12005 -	34,668	992910592	100%	0%	0%	0%	34,668	-	-	-	34,668	-	-	34,668	-	-
NUCYNTA - BUYNAL (LBP) REPRINT CARRIER -	16,787	992910872	0%	100%	0%	0%	-	16,787	-	-	16,787	-	-	16,787	-	-
NUCYNTA - Patient Instructions Teapad 0	63,558	992917306	100%	0%	0%	0%	63,558	-	-	-	63,558	-	-	63,558	-	-
NUCYNTA - Titration & Dosing Guides - QT	47,093	992920838	100%	0%	0%	0%	47,093	-	-	-	47,093	-	-	47,093	-	-
NUCYNTA - HALE REPRINT/PI RE-PACK - 02T	250	992970910	0%	100%	0%	0%	-	250	-	-	250	-	-	235	-	-
NUCYNTA - IR/ER Dosing Reminder Guide -	35,054	992963134	0%	100%	0%	0%	-	35,054	-	-	35,054	-	-	35,054	-	-
NUCYNTA - Direct Mailer - 02TLM11090 - Q	1,041	992786610	0%	100%	0%	0%	-	1,041	-	-	1,041	-	-	-	-	-
NUCYNTA - McKESSON ENVELOPE - 02TLE11082	1,343	992925604	100%	0%	0%	0%	1,343	-	-	-	1,343	-	-	1,343	-	-
NUCYNTA - Direct Mailing of multiple mat	696	992929826	100%	0%	0%	0%	696	-	-	-	696	-	-	696	-	-
NUCYNTA - HARTRICK (ESJD) REPRINT REORDE	65,778	992901322	100%	0%	0%	0%	65,778	-	-	-	65,778	-	-	65,778	-	-
NUCYNTA - BUYNAL (LBP) REPRINT REORDER -	71,513	992901492	100%	0%	0%	0%	71,513	-	-	-	71,513	-	-	71,513	-	-
NUCYNTA - 90 DAY SAFETY STUDY REPRINT RE	34,267	992901594	100%	0%	0%	0%	34,267	-	-	-	34,267	-	-	34,267	-	-
NUCYNTA - BUNIONECTOMY II REPRINT REORDE	36,300	992901636	100%	0%	0%	0%	36,300	-	-	-	36,300	-	-	36,300	-	-
Tap IR Digital & Relationship Mktg Bench	14,219	992953626	0%	100%	0%	0%	-	14,219	-	-	14,219	-	-	14,219	-	-
NUCYNTA - BUNIONECTOMY I REPRINT REORDER	62,750	992901670	100%	0%	0%	0%	62,750	-	-	-	62,750	-	-	62,750	-	-
NUCYNTA - Dosing Wall Poster - 02TLE1100	29,118	992923946	100%	0%	0%	0%	29,118	-	-	-	29,118	-	-	29,118	-	-
NUCYNTA ER PI - 02TLE11080 - QTY: 1,000	126,248	992938956	0%	100%	0%	0%	-	126,248	-	-	126,248	-	-	126,248	-	-
Tissue PI Reprint for Savings Cards	46,409	992990080	0%	0%	0%	0%	-	-	-	46,409	-	-	46,409	-	-	-
Nucynta Tissue PI-02TL11122. Qty: 500,00	37,999	993039874	0%	0%	100%	0%	-	37,999	-	-	37,999	-	-	-	37,999	-
Nucynta ER Tissue PI Reprint for Savings	10,115	993046210	0%	0%	100%	0%	-	10,115	-	-	10,115	-	-	-	10,115	-
NUCYNTA ER-Mediscripts program cover letter	2,289	992962801	0%	100%	0%	0%	-	2,289	-	-	2,289	-	-	2,289	-	-
NUCYNTA IR/ER Savings Card Program Flash (MediScript)	3,765	992993632	0%	100%	0%	0%	-	3,765	-	-	3,765	-	-	3,836	-	-
Aventine Training	187,600	993105111	0%	0%	0%	0%	-	-	-	187,600	-	-	-	-	187,600	-
PNMT Stickers Pring	29,774	993103284	0%	0%	0%	0%	-	-	-	29,774	-	-	-	-	29,774	-
NUCYNTA-GA Pain Management Bifold, Item#	7,004	993094328	0%	0%	0%	0%	-	-	-	7,004	-	-	-	-	7,004	-
Steve Stanos-honorarium for Nucynta ER 2	2,750	993094221	0%	0%	0%	0%	-	-	-	2,750	-	-	-	-	2,750	-
DPN Schwartz Reprint Carrier	42,579	993058199	0%	0%	0%	0%	-	-	-	42,579	-	-	-	-	42,579	-
Nucynta ER DPN Pain Announcement Card HC	67,913	993057787	0%	0%	0%	0%	-	-	-	67,913	-	-	-	-	67,913	-
DPN HCP Mailer- Postage	28,097	993054820	0%	0%	0%	0%	-	-	-	28,097	-	-	-	-	28,097	-
DPN HCP Mailer- Mailing	39,361	993054856	0%	0%	0%	0%	-	-	-	39,361	-	-	-	-	39,361	-
Nucynta ER DPN MAILING CARD FOR HCP MAI	2,613	993056866	0%	0%	0%	0%	-	-	-	2,613	-	-	-	-	2,613	-
Nucynta ER DPN CELLO ENVELOPE FOR HCP M	3,887	993056943	0%	0%	0%	0%	-	-	-	3,887	-	-	-	-	3,887	-
Internal Communications (Group 360)	20,000	-	0%	0%	0%	0%	-	-	-	20,000	-	-	-	-	-	-
NUCYNTA IR/ER Dosing Card new ISI	58,500	993057914	0%	0%	0%	0%	-	-	-	58,500	-	-	-	-	88,168	-
Spanish PNMT Shelf Talker	5,700	-	0%	0%	0%	0%	-	-	-	5,700	-	-	-	-	-	-
Patient Affordability chart	10,600	-	0%	0%	0%	0%	-	-	-	10,600	-	-	-	-	-	-
Repack reprints	27,314	-	0%	0%	0%	0%	-	-	-	27,314	-	-	-	-	-	-
NUCYNTA-#9 Env, 3-#10 Envelopes and 2 Le	3,328	993069681	0%	0%	0%	0%	-	-	-	3,328	-	-	-	-	-	3,328
NUCYNTA-Card and Reprint , Item#02TLE120	5,710	993071331	0%	0%	0%	0%	-	-	-	5,710	-	-	-	-	-	5,642
NUCYNTA-Nucynta Slim Jim PI Re-pack, It	2,686	993062598	0%	0%	0%	0%	-	-	-	2,686	-	-	-	-	2,661	-
Table Tops (Group 360)	3,700	-	0%	0%	0%	0%	-	-	-	3,700	-	-	-	-	-	-
NUCYNTA ER Package Insert	136,652	993054151	0%	0%	0%	0%	-	-	-	136,652	-	-	-	-	136,652	-
NUCYNTA Package Insert	35,600	-	0%	0%	0%	0%	-	-	-	35,600	-	-	-	-	-	-
Clinical Educator Welcome Cards	1,817	993063711	0%	0%	0%	0%	-	-	-	1,817	-	-	-	-	1,944	-
DPN Leave Behind (60k)	-	993090647	0%	0%	0%	0%	-	-	-	-	-	-	-	-	-	46,333
NUCYNTA ER Pharmacy Stocking Kit & Tear Pad (60k)	-	993081810	0%	0%	0%	0%	-	-	-	-	-	-	-	-	-	76,488
NUCYNTA ER Titration & Dosing Card (50k)	-	993089523	0%	0%	0%	0%	-	-	-	-	-	-	-	-	-	20,733
NUCYNTA/NUCYNTA ER Dual Dosing Card (add'l print run) (25k)	-	993089236	0%	0%	0%	0%	-	-	-	-	-	-	-	-	-	39,478
Extra (Estimate)	368,787	-	0%	33%	33%	34%	-	121,700	121,700	125,388	368,787	-	-	-	-	-

-		0%	0%	0%	0%	-	-	-	-	850	-	-	-	859
850	993066133	0%	0%	0%	0%	-	-	-	-	-	-	-	-	-
9,000	992910868	0%	0%	100%	0%	-	-	9,000	9,000	8,855	-	-	-	-
34,380	992933856	76%	24%	0%	0%	26,129	8,251	-	34,380	25,980	476	-	-	-
15,000	992890664	100%	0%	0%	0%	15,000	-	-	15,000	15,000	-	-	-	-
15,000	992915919	50%	50%	0%	0%	7,500	7,500	-	15,000	7,500	7,500	-	-	-
41,280	992891020	39%	61%	0%	0%	16,099	25,181	-	41,280	16,108	22,049	3,123	-	-
1,325	Lou	0%	100%	0%	0%	-	1,325	-	1,325	-	-	1,325	-	-
4,800	Nuc iPad	0%	100%	0%	0%	-	4,800	-	4,800	-	-	4,800	-	-
770	er ipad	0%	100%	0%	0%	-	770	-	770	-	-	770	-	-
37,000		0%	100%	0%	0%	-	37,000	-	37,000	-	-	-	-	-
37,500	971046271	100%	0%	0%	0%	37,500	-	-	37,500	37,500	-	-	-	-
22,000	971050469	0%	0%	100%	0%	-	-	22,000	22,000	-	-	-	-	-
1,300	992977492	0%	0%	100%	0%	-	-	1,300	1,300	-	-	1,171	-	-
5,777	992989204	0%	100%	0%	0%	-	5,777	-	5,777	-	5,777	-	-	-
5,225	walk across	0%	100%	0%	0%	-	5,225	-	5,225	-	-	5,225	-	-
7,000	993015512	0%	100%	0%	0%	-	7,000	-	7,000	-	-	6,931	-	-
4,375	Broadhurst	0%	0%	0%	0%	-	-	-	-	4,375	-	4,375	-	-
7,550	DPN Vid	0%	0%	0%	0%	-	-	-	-	7,550	-	7,550	-	-
1,575	UHC	0%	0%	0%	0%	-	-	-	-	1,575	-	1,575	-	-
800	Group Edits	0%	0%	0%	0%	-	-	-	-	800	-	800	-	-
9,200	KOL	0%	0%	100%	0%	-	-	9,200	9,200	-	-	9,200	-	-
16,925	Virtual Launc	0%	0%	100%	0%	-	-	16,925	16,925	-	-	16,925	-	-
21,250	993049429	0%	0%	100%	0%	-	-	21,250	-	-	-	21,250	-	-
78,850	ipads	0%	0%	0%	0%	-	-	-	-	78,850	-	-	78,850	-
9,520	C3i	0%	0%	0%	0%	-	-	-	-	9,520	-	-	13,160	-
49,400	Strategix	0%	0%	0%	0%	-	-	-	-	49,400	-	-	49,400	-
		0%	0%	0%	0%	-	-	-	-	-	-	-	-	-
3,410	993103460	0%	0%	0%	0%	-	-	-	3,410	-	-	-	3,410	-
	993110394	0%	0%	0%	0%	-	-	-	-	-	-	-	23,516	-
	993110435	0%	0%	0%	0%	-	-	-	-	-	-	-	27,211	-
	993108980	0%	0%	0%	0%	-	-	-	-	-	-	-	31,250	-
	993108983	0%	0%	0%	0%	-	-	-	-	-	-	-	61,170	-
	993108979	0%	0%	0%	0%	-	-	-	-	-	-	-	6,929	-
	993109484	0%	0%	0%	0%	-	-	-	-	-	-	-	2,121	-
	993109703	0%	0%	0%	0%	-	-	-	-	-	-	-	62,548	-
	993109565	0%	0%	0%	0%	-	-	-	-	-	-	-	54,800	-
	993108298	0%	0%	0%	0%	-	-	-	-	-	-	-	4,503	-
	993108372	0%	0%	0%	0%	-	-	-	-	-	-	-	12,843	-
	993109833	0%	0%	0%	0%	-	-	-	-	-	-	-	40,500	-
	993109834	0%	0%	0%	0%	-	-	-	-	-	-	-	50,000	-
	993109839	0%	0%	0%	0%	-	-	-	-	-	-	-	82,125	-
	993963000	0%	0%	0%	0%	-	-	-	-	-	-	-	8,427	-
(108,375)		0%	0%	0%	0%	-	-	-	(108,375)	-	-	-	-	-
24,472,086		0%	0%	0%	0%	-	-	-	24,472,086	-	-	-	-	-

	2011 Accruals
	992800792
	992751684
	992752378
	992752394
Double counting	992994934
Old PNMT	992967808
New 10 Pill	992981904

0	-	0	-
(80,969)	(1,406)	-	-
-	-	(25,000)	-
(20)	-	-	-
255,348	-	-	-
(255,328)	-	-	-
	62,500	(62,500)	-
-	31,849.65	(31,849.65)	0
	105,673.98	(105,673.98)	(0)



[illegible]



F150	4544	0801	42430	45440001	Net Exhibits (CP)	EVENT TECHNOLOGIES	1384	0000	99226242	00001	2012	10/24/2012	656.00	00	14001	656.00	X	656.00	Indable	
F150	4544	0801	42430	45440002	Professional Services	MCNIXSON SPECIALTY ANZONIA INC	1384	0000	99226242	00001	2012	10/24/2012	1,912.00	00	14001	1,912.00	X	1,912.00	Indable	
F150	4544	0801	42430	45440003	Creative	MCNIXSON SPECIALTY ANZONIA INC	1384	0000	99226242	00001	2012	10/24/2012	1,912.00	00	14001	1,912.00	X	1,912.00	Indable	
F150	4544	0801	42430	45440004	Coupon/Voucher/CP	MCNIXSON SPECIALTY ANZONIA INC	1384	0000	99226242	00001	2012	10/24/2012	1,912.00	00	14001	1,912.00	X	1,912.00	Indable	
F150	4544	0801	42430	45440005	Other Consumer Franchise	MCNIXSON SPECIALTY ANZONIA INC	1384	0000	99226242	00001	2012	10/24/2012	1,912.00	00	14001	1,912.00	X	1,912.00	Indable	
F150	4544	0801	42430	45440006	Other Consumer Franchise	MCNIXSON SPECIALTY ANZONIA INC	1384	0000	99226242	00001	2012	10/24/2012	1,912.00	00	14001	1,912.00	X	1,912.00	Indable	
F150	4544	0801	42430	45440007	Other Consumer Franchise	MCNIXSON SPECIALTY ANZONIA INC	1384	0000	99226242	00001	2012	10/24/2012	1,912.00	00	14001	1,912.00	X	1,912.00	Indable	
F150	4544	0801	42430	45440008	Other Consumer Franchise	MCNIXSON SPECIALTY ANZONIA INC	1384	0000	99226242	00001	2012	10/24/2012	1,912.00	00	14001	1,912.00	X	1,912.00	Indable	
F150	4544	0801	42430	45440009	Other Consumer Franchise	MCNIXSON SPECIALTY ANZONIA INC	1384	0000	99226242	00001	2012	10/24/2012	1,912.00	00	14001	1,912.00	X	1,912.00	Indable	
F150	4544	0801	42430	45440010	Other Consumer Franchise	MCNIXSON SPECIALTY ANZONIA INC	1384	0000	99226242	00001	2012	10/24/2012	1,912.00	00	14001	1,912.00	X	1,912.00	Indable	
F150	4544	0801	42430	45440011	Other Consumer Franchise	MCNIXSON SPECIALTY ANZONIA INC	1384	0000	99226242	00001	2012	10/24/2012	1,912.00	00	14001	1,912.00	X	1,912.00	Indable	
F150	4544	0801	42430	45440012	Other Consumer Franchise	MCNIXSON SPECIALTY ANZONIA INC	1384	0000	99226242	00001	2012	10/24/2012	1,912.00	00	14001	1,912.00	X	1,912.00	Indable	
F150	4544	0801	42430	45440013	Other Consumer Franchise	MCNIXSON SPECIALTY ANZONIA INC	1384	0000	99226242	00001	2012	10/24/2012	1,912.00	00	14001	1,912.00	X	1,912.00	Indable	
F150	4544	0801	42430	45440014	Other Consumer Franchise	MCNIXSON SPECIALTY ANZONIA INC	1384	0000	99226242	00001	2012	10/24/2012	1,912.00	00	14001	1,912.00	X	1,912.00	Indable	
F150	4544	0801	42430	45440015	Other Consumer Franchise	MCNIXSON SPECIALTY ANZONIA INC	1384	0000	99226242	00001	2012	10/24/2012	1,912.00	00	14001	1,912.00	X	1,912.00	Indable	
F150	4544	0801	42430	45440016	Other Consumer Franchise	MCNIXSON SPECIALTY ANZONIA INC	1384	0000	99226242	00001	2012	10/24/2012	1,912.00	00	14001	1,912.00	X	1,912.00	Indable	
F150	4544	0801	42430	45440017	Other Consumer Franchise	MCNIXSON SPECIALTY ANZONIA INC	1384	0000	99226242	00001	2012	10/24/2012	1,912.00	00	14001	1,912.00	X	1,912.00	Indable	
F150	4544	0801	42430	45440018	Other Consumer Franchise	MCNIXSON SPECIALTY ANZONIA INC	1384	0000	99226242	00001	2012	10/24/2012	1,912.00	00	14001	1,912.00	X	1,912.00	Indable	
F150	4544	0801	42430	45440019	Other Consumer Franchise	MCNIXSON SPECIALTY ANZONIA INC	1384	0000	99226242	00001	2012	10/24/2012	1,912.00	00	14001	1,912.00	X	1,912.00	Indable	
F150	4544	0801	42430	45440020	Other Consumer Franchise	MCNIXSON SPECIALTY ANZONIA INC	1384	0000	99226242	00001	2012	10/24/2012	1,912.00	00	14001	1,912.00	X	1,912.00	Indable	
F150	4544	0801	42430	45440021	Other Consumer Franchise	MCNIXSON SPECIALTY ANZONIA INC	1384	0000	99226242	00001	2012	10/24/2012	1,912.00	00	14001	1,912.00	X	1,912.00	Indable	
F150	4544	0801	42430	45440022	Other Consumer Franchise	MCNIXSON SPECIALTY ANZONIA INC	1384	0000	99226242	00001	2012	10/24/2012	1,912.00	00	14001	1,912.00	X	1,912.00	Indable	
F150	4544	0801	42430	45440023	Other Consumer Franchise	MCNIXSON SPECIALTY ANZONIA INC	1384	0000	99226242	00001	2012	10/24/2012	1,912.00	00	14001	1,912.00	X	1,912.00	Indable	
F150	4544	0801	42430	45440024	Other Consumer Franchise	MCNIXSON SPECIALTY ANZONIA INC	1384	0000	99226242	00001	2012	10/24/2012	1,912.00	00	14001	1,912.00	X	1,912.00	Indable	
F150	4544	0801	42430	45440025	Other Consumer Franchise	MCNIXSON SPECIALTY ANZONIA INC	1384	0000	99226242	00001	2012	10/24/2012	1,912.00	00	14001	1,912.00	X	1,912.00	Indable	
F150	4544	0801	42430	45440026	Other Consumer Franchise	MCNIXSON SPECIALTY ANZONIA INC	1384	0000	99226242	00001	2012	10/24/2012	1,912.00	00	14001	1,912.00	X	1,912.00	Indable	
F150	4544	0801	42430	45440027	Other Consumer Franchise	MCNIXSON SPECIALTY ANZONIA INC	1384	0000	99226242	00001	2012	10/24/2012	1,912.00	00	14001	1,912.00	X	1,912.00	Indable	
F150	4544	0801	42430	45440028	Other Consumer Franchise	MCNIXSON SPECIALTY ANZONIA INC	1384	0000	99226242	00001	2012	10/24/2012	1,912.00	00	14001	1,912.00	X	1,912.00	Indable	
F150	4544	0801	42430	45440029	Other Consumer Franchise	MCNIXSON SPECIALTY ANZONIA INC	1384	0000	99226242	00001	2012	10/24/2012	1,912.00	00	14001	1,912.00	X	1,912.00	Indable	
F150	4544	0801	42430	45440030	Other Consumer Franchise	MCNIXSON SPECIALTY ANZONIA INC	1384	0000	99226242	00001	2012	10/24/2012	1,912.00	00	14001	1,912.00	X	1,912.00	Indable	
F150	4544	0801	42430	45440031	Other Consumer Franchise	MCNIXSON SPECIALTY ANZONIA INC	1384	0000	99226242	00001	2012	10/24/2012	1,912.00	00	14001	1,912.00	X	1,912.00	Indable	
F150	4544	0801	42430	45440032	Other Consumer Franchise	MCNIXSON SPECIALTY ANZONIA INC	1384	0000	99226242	00001	2012	10/24/2012	1,912.00	00	14001	1,912.00	X	1,912.00	Indable	
F150	4544	0801	42430	45440033	Other Consumer Franchise	MCNIXSON SPECIALTY ANZONIA INC	1384	0000	99226242	00001	2012	10/24/2012	1,912.00	00	14001	1,912.00	X	1,912.00	Indable	
F150	4544	0801	42430	45440034	Other Consumer Franchise	MCNIXSON SPECIALTY ANZONIA INC	1384	0000	99226242	00001	2012	10/24/2012	1,912.00	00	14001	1,912.00	X	1,912.00	Indable	
F150	4544	0801	42430	45440035	Other Consumer Franchise	MCNIXSON SPECIALTY ANZONIA INC	1384	0000	99226242	00001	2012	10/24/2012	1,912.00	00	14001	1,912.00	X	1,912.00	Indable	
F150	4544	0801	42430	45440036	Other Consumer Franchise	MCNIXSON SPECIALTY ANZONIA INC	1384	0000	99226242	00001	2012	10/24/2012	1,912.00	00	14001	1,912.00	X	1,912.00	Indable	
F150	4544	0801	42430	45440037	Other Consumer Franchise	MCNIXSON SPECIALTY ANZONIA INC	1384	0000	99226242	00001	2012	10/24/2012	1,912.00	00	14001	1,912.00	X	1,912.00	Indable	
F150	4544	0801	42430	45440038	Other Consumer Franchise	MCNIXSON SPECIALTY ANZONIA INC	1384	0000	99226242	00001	2012	10/24/2012	1,912.00	00	14001	1,912.00	X	1,912.00	Indable	
F150	4544	0801	42430	45440039	Other Consumer Franchise	MCNIXSON SPECIALTY ANZONIA INC	1384	0000	99226242	00001	2012	10/24/2012	1,912.00	00	14001	1,912.00	X	1,912.00	Indable	
F150	4544	0801	42430	45440040	Other Consumer Franchise	MCNIXSON SPECIALTY ANZONIA INC	1384	0000	99226242	00001	2012	10/24/2012	1,912.00	00	14001	1,912.00	X	1,912.00	Indable	
F150	4544	0801	42430	45440041	Other Consumer Franchise	MCNIXSON SPECIALTY ANZONIA INC	1384	0000	99226242	00001	2012	10/24/2012	1,912.00	00	14001	1,912.00	X	1,912.00	Indable	
F150	4544	0801	42430	45440042	Other Consumer Franchise	MCNIXSON SPECIALTY ANZONIA INC	1384	0000	99226242	00001	2012	10/24/2012	1,912.00	00	14001	1,912.00	X	1,912.00	Indable	
F150	4544	0801	42430	45440043	Other Consumer Franchise	MCNIXSON SPECIALTY ANZONIA INC	1384	0000	99226242	00001	2012	10/24/2012	1,912.00	00	14001	1,912.00	X	1,912.00	Indable	
F150	4544	0801	42430	45440044	Other Consumer Franchise	MCNIXSON SPECIALTY ANZONIA INC	1384	0000	99226242	00001	2012	10/24/2012	1,912.00	00	14001	1,912.00	X	1,912.00	Indable	
F150	4544	0801	42430	45440045	Other Consumer Franchise	MCNIXSON SPECIALTY ANZONIA INC	1384	0000	99226242	00001	2012	10/24/2012	1,912.00	00	14001	1,912.00	X	1,912.00	Indable	
F150	4544	0801	42430	45440046	Other Consumer Franchise	MCNIXSON SPECIALTY ANZONIA INC	1384	0000	99226242	00001	2012	10/24/2012	1,912.00	00	14001	1,912.00	X	1,912.00	Indable	
F150	4544	0801	42430	45440047	Other Consumer Franchise	MCNIXSON SPECIALTY ANZONIA INC	1384	0000	99226242	00001	2012	10/24/2012	1,912.00	00	14001	1,912.00	X	1,912.00	Indable	
F150	4544	0801	42430	45440048	Other Consumer Franchise	MCNIXSON SPECIALTY ANZONIA INC	1384	0000	99226242	00001	2012	10/24/2012	1,912.00	00	14001	1,912.00	X	1,912.00	Indable	
F150	4544	0801	42430	45440049	Other Consumer Franchise	MCNIXSON SPECIALTY ANZONIA INC	1384	0000	99226242	00001	2012	10/24/2012	1,912.00	00	14001	1,912.00	X	1,912.00	Indable	
F150	4544	0801	42430	45440050	Other Consumer Franchise	MCNIXSON SPECIALTY ANZONIA INC	1384	0000	99226242	00001	2012	10/24/2012	1,912.00	00	14001	1,912.00	X	1,912.00	Indable	
F150	4544	0801	42430	45440051	Other Consumer Franchise	MCNIXSON SPECIALTY ANZONIA INC	1384	0000	99226242	00001	2012	10/24/2012	1,912.00	00	14001	1,912.00	X	1,912.00	Indable	
F150	4544	0801	42430	45440052	Other Consumer Franchise	MCNIXSON SPECIALTY ANZONIA INC	1384	0000	99226242	00001	2012	10/24/2012	1,912.00	00	14001	1,912.00	X	1,912.00	Indable	
F150	4544	0801	42430	45440053	Other Consumer Franchise	MCNIXSON SPECIALTY ANZONIA INC	1384	0000	99226242	00001	2012	10/24/2012	1,912.00	00	14001	1,912.00	X	1,912.00	Indable	
F150	4544	0801	42430	45440054	Other Consumer Franchise	MCNIXSON SPECIALTY ANZONIA INC	1384	0000	99226242	00001	2012	10/24/2012	1,912.00	00	14001	1,912.00	X	1,912.00	Indable	
F150	4544	0801	42430	45440055	Other Consumer Franchise	MCNIXSON SPECIALTY ANZONIA INC	1384	0000	99226242	00001	2012	10/24/2012	1,912.00	00	14001	1,912.00	X	1,912.00	Indable	
F150	4544	0801	42430	45440056	Other Consumer Franchise	MCNIXSON SPECIALTY ANZONIA INC	1384	0000	99226242	00001	2012	10/24/2012	1,912.00	00	14001	1,912.00	X	1,912.00	Indable	
F150	4544	0801	42430	45440057	Other Consumer Franchise	MCNIXSON SPECIALTY ANZONIA INC	1384	0000	99226242	00001	2012	10/24/2012	1,912.00	00	14001	1,912.00	X	1,912.00	Indable	
F150	4544	0801	42430	45440058	Other Consumer Franchise	MCNIXSON SPECIALTY ANZONIA INC	1384	0000	99226242	00001	2012	10/24/2012								



Ref Document Number	Input	Reference Item	Acct assignment number	Name	Vendor	Name 1	Cost element descr.	Cost Center	Acc. acct assignment	Document Date	Plan/COurrency	Val/COArea Crcy
971046271			1	General Consulting (80100000)	6362410	KELLY SERVICES INC	Creative	35545	OR000000014293	3/2/2012	37500.00	0.00
971050469			1	Executive Training and Coaching - Includ	6362410	KELLY SERVICES INC	Other Consumer Promotions	35152	OR000000014293	7/9/2012	22000.00	0.00
970264962		#N/A	1	DOWNPAYMENT: NUCYNTA Partnership for Pa	430011851	Tactical Advantage Group LLC	Other Consumer Promotions	35546	OR000000014285	1/7/2011	75038.03	0.00
970264962	992870488	#N/A	2	2011 COSTS: NUCYNTA Partnership for Pain	430011851	Tactical Advantage Group LLC	Other Consumer Promotions	35546	OR000000014285	1/7/2011	300156.40	0.00
970265336		#N/A	1	L. Ferguson: 2011 NUCYNTA Managed Care P	279256401	UNIMAC GRAPHICS	Selling Aids (Cons. Promo)	35546	OR000000014286	1/7/2011	84804.51	0.00
970265415	992639131	#N/A	1	L. Ferguson: 2011 NUCYNTA Managed Care P	376448001	DONNELLY MSA- MARKETING SERVICES	Selling Aids (Cons. Promo)	35546	OR000000014286	1/7/2011	62729.52	0.00
970266016	992911614	#N/A	1	NUCYNTA 2011 Travel/ODP/Production Costs	120821002	INTEGRATED COMMUNICATIONS CORP	Creative	35545	OR000000014294	1/10/2011	245868.59	0.00
970264203		#N/A	1	F. Demco: NUCYNTA PI Reforms for 201	3923401	BALDWIN AND OBENAUFG INC	Professional Literature	35546	OR000000014289	2/7/2011	4475.80	0.00
970264758	992864540	#N/A	1	Design services for NUCYNTA 2011 Managed	314555401	THE PROFFER GROUP LLC	Creative	35127	OR000000014292	2/14/2011	37477.50	0.00
970264758	992953624	#N/A	1	Design services for NUCYNTA 2011 Managed	314555401	THE PROFFER GROUP LLC	Creative	35545	OR000000014292	2/14/2011	112432.50	0.00
9702649825	993029892	#N/A	1	2011 Public Relations Activities: NO HC	198309401	KETCHUM INC	Creative	35545	OR000000014293	2/17/2011	828721.33	0.00
970265103	993085618	#N/A	1	NUCYNTA 2011 Product Theaters Including	7883001	RIEGLER PRINTING COMPANY INC.	Professional Literature	35546	OR000000014289	2/25/2011	46162.38	0.00
970266182	992855752	#N/A	1	2011 NUCYNTA/Deese Annual Convention Pro	194085401	DERSE EXHIBITS	National Exhibits (Cons. Promo)	35546	OR000000014289	3/9/2011	438669.11	0.00
970266188	992925260	#N/A	1	Med Guides and IR REMS Mailing - NUCYNTA	114660001	COASTAL INTERNATIONAL	National Exhibits (Cons. Promo)	35546	OR000000014289	3/9/2011	63890.64	0.00
9702672013	992911107	#N/A	1	Wall Clings - NUCYNTA - 02TL11035 - 02TL	148431401	PICTORIAL OFFSET CORPORATION	Professional Literature	35546	OR000000014289	3/29/2011	27647.51	0.00
9702672915	992865568	#N/A	1	NUCYNTA 2011 Ascendix Multi-Channel Prog	20990401	EARTH THEBAULT INC	Selling Aids (Cons. Promo)	35546	OR000000014289	3/29/2011	23137.68	0.00
9702677129		#N/A	1	2011 PR Activity: Media Monitoring and R	396848001	APTILION HOLDINGS INC	Other Consumer Promotions	35546	OR000000014286	4/6/2011	222405.76	0.00
9702699221	992868950	#N/A	1	2011 PR Activity: Media Monitoring and R	198309401	KETCHUM INC	Other Consumer Promotions	35546	OR000000014294	5/4/2011	39330.00	0.00
970269959	992925278	#N/A	1	NUCYNTA IR/ER HPAD Resources: Developme	389568001	DECILE TEN LLC	Creative	35127	OR000000014292	5/17/2011	40244.73	0.00
970269959	992868950	#N/A	1	NUCYNTA IR/ER HPAD Resources: Developme	389568001	DECILE TEN LLC	Creative	35545	OR000000014292	5/17/2011	40244.72	0.00
970269965	992857748	#N/A	1	Pain Management Franchise Internal Commu	198309401	KETCHUM INC	Promo Prgms/Film Prod (Cons. Promo)	35152	OR000000014286	5/17/2011	79084.21	0.00
9702698472	992868954	#N/A	1	NUCYNTA ER development of SMD slide deck	389568001	DECILE TEN LLC	Creative	35127	OR000000014292	5/23/2011	70400.70	0.00
9702698916	992868962	#N/A	1	NUCYNTA ER Development of Medicare Part	389568001	DECILE TEN LLC	Other Consumer Promotions	35152	OR000000014292	5/24/2011	79932.62	0.00
9702702770	992857744	#N/A	1	Development of Prescribe Responsibly & H	389568001	DECILE TEN LLC	Creative	35127	OR000000014292	6/2/2011	114376.72	0.00
9702709115	992857762	#N/A	1	NUCYNTA ER KOL management and content d	389568001	DECILE TEN LLC	HCC/HCB1 - General Consulting	35152	OR000000014285	6/15/2011	34246.16	0.00
9702720370	992857760	#N/A	1	Meetings / Cycle / Copy Services 2011 - N	41448401	VERSATILE PRINTING APPLICATION	Selling Aids (Cons. Promo)	35546	OR000000014289	7/12/2011	802.57	52.50
9702720503	992857754	#N/A	1	Tee Shirts for Video - NUCYNTA - 02TL 84	12536401	THOMAS DIRECT SALES INC	Prem & Prizes Non-Trade	35546	OR000000014289	7/13/2011	1123.70	0.00
9702734915	992865194	#N/A	1	NUCYNTA ER 2011 Payer eBlasts/Direct Ma	389568001	DECILE TEN LLC	Direct Mail Lit	35127	OR000000014292	8/15/2011	37800.12	0.00
9702734916		#N/A	1	Hartwick Reprint (ESJOJ), Daniels/Reprint	291651401	COMPAS INC	Professional Literature	35546	OR000000014289	8/15/2011	57987.95	0.00
9702735332	992886338	#N/A	1	NUCYNTA ER Package Insert - 02TL11080	3923401	BALDWIN AND OBENAUFG INC	Professional Literature	35152	OR000000014289	8/16/2011	3995.00	0.00
9702736621	992864530	#N/A	1	Transportation of "Major" - the NUCYN	194085401	DERSE EXHIBITS	Other Consumer Promotions	35152	OR000000014293	8/17/2011	3105.00	0.00
9702737206	992925258	#N/A	1	"DOWN PAYMENT" POSTAGE - ER REMS Launch	244550401	DAMKTG INC	Postage (Cons. Promo)	35152	OR000000014293	8/22/2011	40571.82	0.00
9702738341		#N/A	1	"DOWN PAYMENT" ADVANCE POSTAGE - ER REMS	244550401	DAMKTG INC	Postage (Cons. Promo)	35152	OR000000014289	8/24/2011	28028.98	0.00
9702738500	992878638	#N/A	1	Dimensional Leave Behind - NUCYNTA - 02T	777401	MOORE	Professional Literature	35152	OR000000014289	8/24/2011	20862.56	0.00
9702739028		#N/A	1	REMS HCP Letter Mailing - NUCYNTA - 02TL	244550401	DAMKTG INC	Postage (Cons. Promo)	35152	OR000000014293	8/25/2011	18187.91	0.00
9702740150		#N/A	1	NUCYNTA ER 2011 Live National Trainings	389568001	DECILE TEN LLC	HCC/HCB1 - Product/Spokeer Training	35152	OR000000014285	8/29/2011	1158747.80	0.00
9702747870	992864520	#N/A	1	4 Non-Enrollment Loyalty Script NUCYNTA \$	64732005	MCKESSON SPECIALTY ARIZONA INC	Coupon / Voucher Programs (Cons. Promo)	35152	OR000000014291	9/16/2011	57373.75	0.00
9702747870	992864536	#N/A	1	4 Non-Enrollment Loyalty Script NUCYNTA \$	64732005	MCKESSON SPECIALTY ARIZONA INC	Coupon / Voucher Programs (Cons. Promo)	35546	OR000000014291	9/16/2011	57373.75	0.00
9702747920	992874022	#N/A	2	2011: NUCYNTA 10 Free Pills (Administat	64732005	MCKESSON SPECIALTY ARIZONA INC	Coupon / Voucher Programs (Cons. Promo)	35152	OR000000014291	9/16/2011	211082.40	0.00
9702747920		#N/A	2	2012: NUCYNTA TRIALS/SCRIPT "10 Free Pills"	64732005	MCKESSON SPECIALTY ARIZONA INC	Coupon / Voucher Programs (Cons. Promo)	35152	OR000000014291	9/16/2011	0.01	0.00
9702747920		#N/A	2	2011: NUCYNTA 10 Free Pills (Administat	64732005	MCKESSON SPECIALTY ARIZONA INC	Coupon / Voucher Programs (Cons. Promo)	35546	OR000000014291	9/16/2011	211082.39	0.00
9702748186	992957968	#N/A	1	NUCYNTA IR: Pain Policy Slide Deck Devel	389568001	DECILE TEN LLC	Creative	35545	OR000000014285	9/16/2011	101957.50	0.00
9702748200	992992222	#N/A	1	NUCYNTA IR - Repurpose and Design for Gr	343142401	GROUP 360	Selling Aids (Cons. Promo)	35152	OR000000014289	9/16/2011	58654.00	0.00
9702752378		#N/A	1	2011: "GTN" NUCYNTA 10 Free Pills (Reim	64732005	MCKESSON SPECIALTY ARIZONA INC	Coupon / Voucher Programs (Cons. Promo)	35546	OR000000014291	9/22/2011	240943.80	0.00
9702752378		#N/A	2	2012 "GTN" NUCYNTA 10 Free Pills (Reimbu	64732005	MCKESSON SPECIALTY ARIZONA INC	Coupon / Voucher Programs (Cons. Promo)	35546	OR000000014291	9/22/2011	75562.92	0.00
9702752392		#N/A	1	2011: NUCYNTA PNMT \$25 Savings Card (Adm	64732005	MCKESSON SPECIALTY ARIZONA INC	Coupon / Voucher Programs (Cons. Promo)	35152	OR000000014291	9/22/2011	655829.42	0.00
9702752392	992855796	#N/A	2	2012: NUCYNTA PNMT \$25 Savings Card (Adm	64732005	MCKESSON SPECIALTY ARIZONA INC	Coupon / Voucher Programs (Cons. Promo)	35152	OR000000014291	9/22/2011	0.01	0.00
9702752392	992861108	#N/A	1	2011: NUCYNTA PNMT \$25 Savings Card (Adm	64732005	MCKESSON SPECIALTY ARIZONA INC	Coupon / Voucher Programs (Cons. Promo)	35546	OR000000014291	9/22/2011	655829.41	0.00
9702752394		#N/A	1	2011: "GTN" NUCYNTA PNMT \$25 Savings Car	64732005	MCKESSON SPECIALTY ARIZONA INC	Coupon / Voucher Programs (Cons. Promo)	35546	OR000000014291	9/22/2011	6286298.81	0.00
9702752394	993049419	#N/A	2	2012: "GTN" NUCYNTA PNMT \$25 Savings Car	64732005	MCKESSON SPECIALTY ARIZONA INC	Coupon / Voucher Programs (Cons. Promo)	35546	OR000000014291	9/22/2011	301615.49	0.00
9702756278	993021472	#N/A	1	NUCYNTA project management & consultancy	389568001	DECILE TEN LLC	Creative	35127	OR000000014285	9/27/2011	23487.74	0.00
9702769294		#N/A	1	Product Theatre and 1.1 KOL Interactions	389568001	DECILE TEN LLC	HCC/HCB1 - General Consulting	35152	OR000000014285	10/11/2011	194304.15	0.00
9702769302	993023882	#N/A	1	2011 COSTS: NUCYNTA ER Product Profiler:	155322001	AMERICAN JOURNAL OF	Professional Literature	35152	OR000000014285	10/11/2011	28300.00	0.00
9702769302		#N/A	2	2012 COSTS: NUCYNTA ER Product Profiler:	155322001	AMERICAN JOURNAL OF	Professional Literature	35152	OR000000014289	10/11/2011	52700.00	0.00
9702769302	993003336	#N/A	1	NUCYNTA - Sales Training - Launch Folder	777401	MOORE	Selling Aids (Cons. Promo)	35152	OR000000014289	10/11/2011	23826.76	0.00
9702785272	993066922	#N/A	1	NUCYNTA November Sales Meeting Folder	295105001	WILSON DOW GROUP INC	Creative	35127	OR000000014286	10/27/2011	230063.84	0.00
9702786610	993015300	#N/A	1	NUCYNTA - Direct Mailer - 02TL11035 - GTY	20990401	EARTH THEBAULT INC	Professional Literature	35152	OR000000014289	10/28/2011	1040.78	0.00
9702787624	993093328	#N/A	1	DOWNPAYMENT: STAGE 2: Tapentadol ER Enga	267547001	THE BENFIELD GROUP LLC	Other Consumer Promotions	35152	OR000000014289	10/31/2011	4025.00	0.00
9702787626		#N/A	1	Unbranded Tabletedis - 02UNB11035 - GTY	12536401	THOMAS DIRECT SALES INC	Selling Aids (Cons. Promo)	35152	OR000000014289	10/31/2011	15660.00	0.00
9702804850		#N/A	1	NUCYNTA IR KOL Panel Discussion	389568001	DECILE TEN LLC	HCC/HCB1 - General Consulting	35546	OR000000014285	11/6/2011	25908.18	0.00
9702805516		#N/A	1	NUCYNTA - Medicare Part A and Part D Pla	279256401	UNIMAC GRAPHICS	Selling Aids (Cons. Promo)	35152	OR000000014289	11/7/2011	630.90	0.00
9702805844		#N/A	1	NUCYNTA - Letterheads & Envelopes for Me	777401	MOORE	Professional Literature	35152	OR000000014289	11/7/2011	4770.17	312.07
9702817898		#N/A	1	NUCYNTA - REMS HCP Letter / Pharmacy Cov	20990401	EARTH THEBAULT INC	Selling Aids (Cons. Promo)	35152	OR000000014289	12/2/2011	28112.11	0.00
9702833300		#N/A	1	2011 Sept. Program Status Report Conven	8133401	IMPACT UNLIMITED INC	National Exhibits (Cons. Promo)	35546	OR000000014283	12/15/2011	6308.97	0.00
9702835550		#N/A	1	NUCYNTA - LETTER & FULFILLMENT (02TL111	20990401	EARTH THEBAULT INC	Professional Literature	35152	OR000000014289	12/16/2011	3185.87	0.00
9702835556		#N/A	1	NUCYNTA - Managed Care Flashcards - 02TL	279256401	UNIMAC GRAPHICS	Professional Literature	35152	OR000000014289	12/16/2011	24414.19	0.00
9702841140	Online	#N/A	1	Conduct 4 Peer-to-Peer Speaker events in	430025423	PromLogics Inc	HCC/HCB1 - General Consulting	35152	OR000000014285	12/22/2011	11021.00	0.00
9702857448		#N/A	1	NUCYNTA 2012 Field Newschannel: Platform	364855001	NEXGEN RXMARKETING LLC	Other Consumer Promotions	35152	OR000000014285	1/9/2012	60500.00	0.00
9702857448		#N/A	1	NUCYNTA Speaker Library Newschannel	364855001	NEXGEN RXMARKETING LLC	Other Consumer Promotions	35152	OR000000014285	1/9/2012	59500.00	0.00
9702857572		#N/A	1	NUCYNTA Speaker Deck Updates (DPN)	389568001	DECILE TEN LLC	Other Consumer Promotions	35152	OR000000014285	1/9/2012	115421.23	0.00
9702857574		#N/A	1	NUCYNTA TRAINING DIRECT 2012 platform	364855001	NEXGEN RXMARKETING LLC	Other Consumer Promotions	35152	OR000000014285	1/9/2012	87750.00	0.00
9702857570		#N/A	1	NUCYNTA 2012 Virtual Speaker Programs	364855001	NEXGEN RXMARKETING LLC	Other Consumer Promotions	35152	OR000000014285	1/9/2012	210500.00	0.00
9702857572		#N/A	1	NUCYNTER customized speaker program (S	364855001	NEXGEN RXMARKETING LLC	Other Consumer Promotions	35152	OR000000014285	1/9/2012	113250.00	0.00
9702857578		#N/A	1	NUCYNTA 2012 Prescribe Responsibly Phase	389568001	DECILE TEN LLC	Creative	35127	OR000000014292	1/9/2012	9614.82	0.00
9702857576	46002013959	#N/A	1	2012 NUCYNTA Agency Fees	120821002	INTEGRATED COMMUNICATIONS CORP	Creative	35545	OR000000014294	1/9/2012	2882043.00	0.00
9702857956	992933858	#N/A	1	NUCYNTA - 2012 ER PACKAGE INSERT - LAYOU	3923401	BALDWIN AND OBENAUFG INC	Professional Literature	35152	OR000000014289	1/11/2012	5000.00	575.50



992858026	993059009	IN/A	1	2012 NUCYNTA ER Simple Design & Repurpos	343142401	GROUP 360	Selling Aids (Cons. Promo)	35152	OR000000014289	1/11/2012	11000.00	19509.54
992858030	993055769	IN/A	1	2012 NUCYNTA IR Simple Design & Repurpos	343142401	GROUP 360	Selling Aids (Cons. Promo)	35546	OR000000014289	1/11/2012	9000.00	4239.00
992859540	992862198	IN/A	1	2012 Stage 2: Tapentadol ER Engaging Tar	267547001	THE BENFIELD GROUP LLC	Other Consumer Promotions	35152	OR000000014292	1/12/2012	5950.00	0.00
992861108		IN/A	1	2012 NUCYNTA TRAVEL/ODP/Production	120821002	INTEGRATED COMMUNICATIONS CORP	Creative	35545	OR000000014294	1/13/2012	200700.00	111621.03
992862198		IN/A	1	Nucynta Cross Talk eDetail video-reforma	376993001	VISCIRA	Promo Prgrams/Film Prod (Cons. Promo)	35152	OR000000014287	1/13/2012	26500.00	0.00
992864520	992896464	IN/A	1	Nucynta 2012 APS Product Theater	389568001	DECILE TEN LLC	HCC/HCB/ - General Consulting	35152	OR000000014285	1/17/2012	143456.64	0.00
992864524	992897060	IN/A	1	NUCYNTA - Smart Moves Smart Choices DVD	227465001	SYNERGEM INC	Selling Aids (Cons. Promo)	35546	OR000000014289	1/17/2012	5319.69	0.00
992864526	992953622	IN/A	1	Creation & submission of NUCNER Ance	314555401	THE PROFFERO GROUP LLC	Creative	35127	OR000000014292	1/17/2012	215000.00	20756.00
992864528	992926282	IN/A	1	Add Nucynta & Nucynta ER to Janssen Acco	220781001	KID SOURCE ONLINE	Internet (Cons. Promo)	35152	OR000000014287	1/17/2012	80000.00	0.00
992864528	992934334	IN/A	2	Add Nucynta & Nucynta ER to Janssen Acco	220781001	KID SOURCE ONLINE	Internet (Cons. Promo)	35546	OR000000014287	1/17/2012	80000.00	0.00
992864530	993000948	IN/A	1	2012 PMLC Advisory Board Meeting (DPN fo	389568001	DECILE TEN LLC	HCC/HCB/ - Advisory Boards	35545	OR000000014285	1/17/2012	13000.00	0.00
992864532	993013276	IN/A	1	NUCYNTA - Smart Moves Smart Choices Tool	777401	MOORE	Selling Aids (Cons. Promo)	35546	OR000000014289	1/17/2012	86130.28	0.00
992864536	993054127	IN/A	1	Nucynta/ER 2012 Project Theater/Corporate	389568001	DECILE TEN LLC	HCC/HCB/ - General Consulting	35152	OR000000014285	1/17/2012	139128.90	0.00
992864540	993054128	IN/A	1	Nucynta 2012 Project Mgmt/Strategic Plan	389568001	DECILE TEN LLC	Creative	35545	OR000000014285	1/17/2012	24692.07	0.00
992865194	4600176612	IN/A	1	Nucynta Advisory Board - KOL Virtual Ad B	364855001	NEXGEN RXMARKETING LLC	Internet (Cons. Promo)	35152	OR000000014285	1/17/2012	42000.00	0.00
992865568	Exhibits	IN/A	1	Nucynta ER 2012 Branded Speaker Training	389568001	DECILE TEN LLC	HCC/HCB/ - Product/Speaker Training	35152	OR000000014285	1/18/2012	193000.00	22551.98
992869890	992988095	IN/A	1	Nucynta 2012 Speaker Newschannel	364855001	NEXGEN RXMARKETING LLC	HCC/HCB/ - General Consulting	35152	OR000000014285	1/20/2012	99500.00	0.00
992869894	993021684	IN/A	1	Nucynta 2012 Target Newschannel	364855001	NEXGEN RXMARKETING LLC	HCC/HCB/ - General Consulting	35152	OR000000014285	1/20/2012	127516.00	0.00
992869895		IN/A	1	Nucynta 2012 ATTENDEE Newschannel	364855001	NEXGEN RXMARKETING LLC	HCC/HCB/ - General Consulting	35152	OR000000014285	1/20/2012	997500.00	0.00
992869896		IN/A	1	Nucynta 2012 NP/PA Newschannel	364855001	NEXGEN RXMARKETING LLC	HCC/HCB/ - General Consulting	35152	OR000000014285	1/20/2012	1193000.00	0.00
992869904	992878632	IN/A	1	NUCYNTA - Savings Card & Voucher Program	20990401	EARTH THEBAULT INC	Selling Aids (Cons. Promo)	35152	OR000000014289	1/20/2012	276860.36	0.00
992870488		IN/A	1	Nucynta 2012 Speakers Bureau - Execution	215716401	CALL INC	HCC/HCB/ - Promotional Speaker Programs	35152	OR000000014285	1/23/2012	4000000.00	0.00
992870738		IN/A	1	NUCYNTA - Journal Ad - February Publicat	20990401	EARTH THEBAULT INC	Professional Literature	35152	OR000000014289	1/23/2012	13198.45	0.00
992873970	992948190	IN/A	1	NUCYNTA - Meeting Direct Invite #3 - D2T	777401	MOORE	Other Consumer Promotions	35152	OR000000014289	1/25/2012	12269.50	0.00
992874022	993054123	IN/A	1	Digital advertising at AAPM Meeting	253721001	HAYMARKET MEDIA INC	Creative	35127	OR000000014285	1/26/2012	37450.00	0.00
992878632		IN/A	1	2012 Conduct Peer-to-Peer Speaker events	430025423	PromLogics Inc	HCC/HCB/ - General Consulting	35152	OR000000014285	1/31/2012	163180.00	0.32
992878636	993055771	IN/A	1	NUCYNTA - Amazing Posters Repack - updat	234199401	CONTEMPORARY GRAPHICS INC	Selling Aids (Cons. Promo)	35546	OR000000014289	1/31/2012	3765.33	0.00
992878638	993056781	IN/A	1	Coordination of series of small meetings	389568001	DECILE TEN LLC	Other Consumer Promotions	35152	OR000000014283	1/31/2012	5609.00	0.00
992879502		IN/A	1	NUCYNTA - Journal Ad - March - June Publ	20990401	EARTH THEBAULT INC	Professional Literature	35152	OR000000014289	1/31/2012	26378.71	0.00
992879734		IN/A	1	NUCYNTA - Titration & Dosing Guide REVIS	234199401	CONTEMPORARY GRAPHICS INC	Professional Literature	35152	OR000000014289	1/31/2012	15409.07	0.00
992879932		IN/A	1	"DOWN PAYMENT" ADVANCED POSTAGE - HCP M	244550401	DAMKTG INC	Postage (Cons. Promo)	35152	OR000000014289	1/31/2012	12193.78	0.00
992883462		IN/A	1	NUCYNTA - Med Guide Pads - NUCYNTA and N	149431401	PICTORIAL OFFSET CORPORATION	Professional Literature	35152	OR000000014289	2/3/2012	46946.25	0.00
992883464		IN/A	1	Total Pharmacy eMD ePharmacist Client	383274002	ALERT MARKETING	Other Agency Fees	35127	OR000000014292	2/3/2012	8000.00	0.00
992883466		IN/A	1	Nucynta ER 2012 DPN 1-1 Interviews w/PML	389568001	DECILE TEN LLC	HCC/HCB/ - Promotional Speaker Programs	35152	OR000000014285	2/3/2012	0.01	0.00
992883658		IN/A	1	SPLIT Nucynta ER - 2012 Policy Program F	364855001	NEXGEN RXMARKETING LLC	Promo Prgrams/Film Prod (Cons. Promo)	35152	OR000000014292	2/3/2012	145000.00	0.00
992883658		IN/A	2	SPLIT Nucynta ER - 2012 Policy Program F	364855001	NEXGEN RXMARKETING LLC	Promo Prgrams/Film Prod (Cons. Promo)	35546	OR000000014292	2/3/2012	145000.00	0.00
992883660		IN/A	1	NUCYNTA - HCP Mailing - 02/LET11030 & 02T	244550401	DAMKTG INC	Postage (Cons. Promo)	35152	OR000000014289	2/3/2012	9411.89	323.14
992883884	992752392	IN/A	1	MDs & HCPs: eMD ePharmacist Client Li	383274002	ALERT MARKETING	Other Agency Fees	35127	OR000000014292	2/3/2012	25150.00	0.00
992884214	992963000	IN/A	1	SPLIT Nucynta ER 2012 Policy Program Mee	364855001	NEXGEN RXMARKETING LLC	Internet (Cons. Promo)	35152	OR000000014292	2/3/2012	30798.50	0.00
992884214	993002852	IN/A	2	SPLIT Nucynta ER 2012 Policy Program Mee	364855001	NEXGEN RXMARKETING LLC	Internet (Cons. Promo)	35546	OR000000014292	2/3/2012	30798.50	0.00
992884850	992747920	IN/A	1	NUCYNTA - Smart Moves Smart Choices Full	244550401	DAMKTG INC	Postage (Cons. Promo)	35152	OR000000014289	2/6/2012	9442.75	3290.25
992885295	992962998	IN/A	1	NUCYNTA - IR & ER REMS Mailing - Feb 20	244550401	DAMKTG INC	Postage (Cons. Promo)	35152	OR000000014289	2/6/2012	50117.74	0.00
992885392	992963992	IN/A	1	"DOWN PAYMENT" ADVANCE POSTAGE - IR & ER	244550401	DAMKTG INC	Postage (Cons. Promo)	35152	OR000000014289	2/6/2012	56300.79	0.00
992885570	992747870	IN/A	1	"DOWN PAYMENT" ADVANCE POSTAGE - Smart M	244550401	DAMKTG INC	Postage (Cons. Promo)	35152	OR000000014289	2/6/2012	38625.00	0.00
992886336	993103160	IN/A	1	Nucynta ER- DPN 1-on1 KAL Briefing & Vir	389568001	DECILE TEN LLC	HCC/HCB/ - Advisory Boards	35152	OR000000014292	2/7/2012	23273.41	0.00
992886338		IN/A	1	Nucynta ER 2012 DPN Virtual Advisory Boa	389568001	DECILE TEN LLC	HCC/HCB/ - Advisory Boards	35152	OR000000014285	2/7/2012	193025.54	0.00
992887102	992869094	IN/A	1	NUCYNTA - IR & ER REMS MAILING - FEB 20	20990401	EARTH THEBAULT INC	Professional Literature	35152	OR000000014289	2/7/2012	13316.15	0.00
992890664	992835550	IN/A	1	Nucynta entry submission for Burke Award	344618001	BARSAMIAN COMMUNICATIONS LLC	Creative	35127	OR000000011464	2/10/2012	15000.00	0.00
992890666	992922770	IN/A	1	NUCYNTA - Managed Care - 4-Page Convent	279256401	UNIMAC GRAPHICS	Selling Aids (Cons. Promo)	35152	OR000000014289	2/10/2012	8489.38	0.00
992890668	992929962	IN/A	1	2012 SCG Back Office Support Svcs (spli	314555401	THE PROFFERO GROUP LLC	Creative	35127	OR000000014292	2/10/2012	49500.00	4125.00
992890760		IN/A	1	Nucynta Institutional Quality Campaign	389568001	DECILE TEN LLC	Creative	35127	OR000000014286	2/10/2012	35930.18	0.00
992890760		IN/A	2	Nucynta Institutional Quality Campaign	389568001	DECILE TEN LLC	Creative	35545	OR000000014286	2/10/2012	35930.17	0.00
992891020		IN/A	1	Nucynta/Nucynta ER 2012 eRAMP Program	358925001	META PHARMACEUTICAL SERVICES LLC	Display Material	35127	OR000000014286	2/10/2012	41280.00	0.00
992891162	Flashes	IN/A	1	NUCYNTA - HCP MAILERS & ENVELOPE - Recor	20990401	EARTH THEBAULT INC	Professional Literature	35152	OR000000014289	2/10/2012	15520.35	0.00
992893100	992698916	IN/A	1	NUCYNTA - 1C12 State Grids - IR & ER - Q	234199401	CONTEMPORARY GRAPHICS INC	Selling Aids (Cons. Promo)	35152	OR000000014289	2/13/2012	102835.56	0.00
992893578		IN/A	1	NUCYNTA - iDesign Managed Care - 02/LESC	279256401	UNIMAC GRAPHICS	Selling Aids (Cons. Promo)	35152	OR000000014289	2/14/2012	9608.60	0.00
992893762		IN/A	1	NUCYNTA - REMS Folder Shrinkwrap for ova	244550401	DAMKTG INC	Professional Literature	35152	OR000000014289	2/14/2012	295.32	0.00
992893890		IN/A	1	NUCYNTA - Nationwide ER Grid Flashcard -	234199401	CONTEMPORARY GRAPHICS INC	Selling Aids (Cons. Promo)	35152	OR000000014289	2/14/2012	2119.67	0.00
992893892		IN/A	1	Nucynta ePharm Alert Job#9309066	383274002	ALERT MARKETING	Other Agency Fees	35127	OR000000014292	2/14/2012	16500.00	0.00
992896464		IN/A	1	2012 Nucynta Conventions Annual PO (Jan	114965001	COASTAL INTERNATIONAL	Promo Prgrams/Film Prod (Cons. Promo)	35152	OR000000014289	2/16/2012	41467.33	0.00
992897060	992886336	IN/A	1	2012 Nucynta Conventions Annual PO (Jan	194085401	DERSE EXHIBITS	Promo Prgrams/Film Prod (Cons. Promo)	35152	OR000000014289	2/16/2012	232935.00	0.00
992899512	993037422	IN/A	1	NUCYNTA - 3 Direct Mailings with Miscell	244550401	DAMKTG INC	Selling Aids (Cons. Promo)	35152	OR000000014289	2/17/2012	22748.20	1489.37
992898540	Cross Brand	IN/A	1	NUCYNTA - Pan Management Flipchart - 02	234199401	CONTEMPORARY GRAPHICS INC	Selling Aids (Cons. Promo)	35152	OR000000014289	2/17/2012	29821.97	0.00
992898950		IN/A	1	NUCYNTA - Slim Jim - 02/11/1089 - QTY 80	777401	MOORE	Selling Aids (Cons. Promo)	35152	OR000000014289	2/17/2012	23541.66	258.19
992900554		IN/A	1	"DOWN PAYMENT" ADVANCE POSTAGE - NUCYNT	244550401	DAMKTG INC	Postage (Cons. Promo)	35152	OR000000014289	2/22/2012	8825.67	0.00
992900795	992935660	IN/A	1	NUCYNTA - Pharmacy Stocking Kit (Reorder	149431401	PICTORIAL OFFSET CORPORATION	Professional Literature	35152	OR000000014289	2/22/2012	24684.90	0.00
992901322		IN/A	1	NUCYNTA - HARTNICK (ESJD) REPRINT REORDER	291651401	COMPAS INC	Professional Literature	35546	OR000000014289	2/22/2012	85778.25	0.00
992901462		IN/A	1	NUCYNTA - BUYNK (LBP) REPRINT REORDER -	291651401	COMPAS INC	Professional Literature	35152	OR000000014285	2/22/2012	71513.45	0.00
992901594	993021466	IN/A	1	NUCYNTA - 90 DAY SAFETY STUDY REPRINT RE	291651401	COMPAS INC	Professional Literature	35546	OR000000014289	2/22/2012	34266.75	0.00
992901636		IN/A	1	NUCYNTA - BUNIONECTOMY II REPRINT REORDE	291651401	COMPAS INC	Professional Literature	35546	OR000000014289	2/22/2012	36290.75	0.00
992901670		IN/A	1	NUCYNTA - BUNIONECTOMY I REPRINT REORDER	291651401	COMPAS INC	Professional Literature	35546	OR000000014289	2/22/2012	62750.15	0.00
992907550		IN/A	1	NUCYNTA - Hartnack (ESJD) Reprint Carrie	234199401	CONTEMPORARY GRAPHICS INC	Professional Literature	35546	OR000000014289	2/23/2012	8875.65	0.00
992907582		IN/A	1	Nucynta IR: Pain Policy Slide Deck Downl	389568001	DECILE TEN LLC	Creative	35545	OR000000014285	2/29/2012	75771.00	0.00
992910316		IN/A	1	NUCYNTA - Bunionectomy I and II Reprint	234199401	CONTEMPORARY GRAPHICS INC	Professional Literature	35546	OR000000014289	3/2/2012	25179.24	0.00
992910470	992864526	IN/A	1	NUCYNTA - Pain Diary - 02/TL12003 - QTY:	234199401	CONTEMPORARY GRAPHICS INC	Selling Aids (Cons. Promo)	35546	OR000000014289	3/2/2012	38440.82	0.00
992910592	992647568	IN/A	1	NUCYNTA - PATIENT BROCHURE - 02/TL12005 -	234199401	CONTEMPORARY GRAPHICS INC	Selling Aids (Cons. Promo)	35546	OR000000014289	3/2/2012	34668.00	0.00
992910868		IN/A	1	Nucynta leadership development, communic	282082001	DANIEL JACOBSEN INC	Other Consumer Promotions	35127	OR000000014293	3/2/2012	8855.00	0.00
992910872	992857995</											



992919598	992893892	#N/A	1	1	NUCYNTA - Discussion Guide Reorder - Q2T	777401	MOORE	Selling Aids (Cons. Promo)	35152	OR000000014289	3/12/2012	5985.82	0.00
992920838		#N/A	1	1	NUCYNTA - Titration & Dosing Guides - Q1	234199401	CONTEMPORARY GRAPHICS INC.	Selling Aids (Cons. Promo)	35152	OR000000014289	3/13/2012	47093.00	0.00
992922770		#N/A	1	1	NUCYNTA - 2012 - Savings Card & Voucher	20990401	EARTH THEBAULT INC	Selling Aids (Cons. Promo)	35152	OR000000014289	3/14/2012	634774.29	10653.51
992923946	992893100	#N/A	1	1	NUCYNTA - Dosing Wall Poster - Q2TLE1100	279256401	UNIMAC GRAPHICS	Selling Aids (Cons. Promo)	35152	OR000000014289	3/15/2012	29117.91	0.00
992925256	993021722	#N/A	1	1	Nucynta Public Relations 2012	246697001	CMGRP, INC	Public Relations (Cons. Promo)	35152	OR000000014293	3/18/2012	301500.00	0.00
992925256	992835556	#N/A	1	2	Nucynta Public Relations 2012	246697001	CMGRP, INC	Public Relations (Cons. Promo)	35546	OR000000014293	3/18/2012	301500.00	0.00
992925258		#N/A	1	1	Nucynta ER DPN 1on1 PMLC KOL Advisory Bo	389568001	DECILE TEN LLC	HCC/HCB - Advisory Boards	35152	OR000000014285	3/18/2012	13066.04	0.00
992925260	992893890	#N/A	1	1	Nucynta/Nucynta ER Webcast Speaker Tran	389568001	DECILE TEN LLC	HCC/HCB - Product/Speaker Training	35152	OR000000014285	3/18/2012	31847.75	0.00
992925260	992939836	#N/A	1	2	Nucynta/Nucynta ER Webcast Speaker Tran	389568001	DECILE TEN LLC	HCC/HCB - Product/Speaker Training	35546	OR000000014285	3/18/2012	31847.75	0.00
992925278		#N/A	1	1	Nucynta 2012 Attendee NewsChannel	364855001	NEXGEN RMARKETING LLC	HCC/HCB - General Consulting	35152	OR000000014285	3/18/2012	83750.00	0.00
992925604	992893578	#N/A	1	1	NUCYNTA - MCKESSON ENVELOPE - Q2TLE11082	20990401	EARTH THEBAULT INC	Selling Aids (Cons. Promo)	35152	OR000000014289	3/19/2012	1342.85	0.00
992926282	992890666	#N/A	1	1	2012 Nucynta lead processing program for	286155001	EVENT TECHNOLOGIES	National Exhibits (Cons. Promo)	35546	OR000000014283	3/19/2012	3515.00	0.00
992929026	992890668	#N/A	1	1	NUCYNTA - Direct Mailing of multiple mail	20990401	EARTH THEBAULT INC	Selling Aids (Cons. Promo)	35152	OR000000014289	3/22/2012	695.50	0.00
992933562		#N/A	1	1	NUCYNTA - Drop Shipment to Survey Winn	20990401	EARTH THEBAULT INC	Selling Aids (Cons. Promo)	35152	OR000000014289	3/22/2012	1348.20	0.00
992933565		#N/A	1	1	2012 Nucynta Cycle 1 Meeting USA	49216002	EDUCATIONAL RESOURCE SYSTEMS INC	HCC/HCB - General Consulting	35152	OR000000014285	3/27/2012	91436.00	4580.31
992933568	993056211	#N/A	1	1	Produce 2 animations based on key Nucynt	12536401	THOMAS DIRECT SALES INC	Creative	35127	OR000000014287	3/27/2012	147612.50	0.00
992934334		#N/A	1	1	2012 Feb. Convention Management Services	8133401	IMPACT UNLIMITED INC	National Exhibits (Cons. Promo)	35546	OR000000014289	3/27/2012	10485.24	0.00
992935655	992967804	#N/A	1	1	NUCYNTA PI (Version 10180805) - Q2TLE1112	234199401	CONTEMPORARY GRAPHICS INC	Professional Literature	35152	OR000000014293	3/28/2012	131582.18	0.00
992935660	992963044	#N/A	1	1	Nucynta PBM Resources Tool /SMD Value Pro	389568001	DECILE TEN LLC	Other Consumer Promotions	35152	OR000000014292	3/28/2012	74034.74	0.00
992935662	992864528	#N/A	1	1	Translation, DTP layout and translation/Q	326707001	KJ INTERNATIONAL RESOURCES INC	Other Consumer Promotions	35152	OR000000014291	3/28/2012	8488.51	0.00
992937852	992769302	#N/A	1	1	NUCYNTA PI Repack for Buncromedy I & I	234199401	CONTEMPORARY GRAPHICS INC	Professional Literature	35152	OR000000014289	3/29/2012	1848.96	0.00
992938956		#N/A	1	1	NUCYNTA ER PI - Q2TLE11080 - QTY 1,000.	279256401	UNIMAC GRAPHICS	Professional Literature	35152	OR000000014289	4/2/2012	126248.23	0.00
992938936		#N/A	1	1	Nucynta 2012 printed materials for Asth	173310001	DUNN AND SEMINGTON	Professional Literature	35546	OR000000014292	4/2/2012	19209.00	0.00
992948190		#N/A	1	1	Nucynta - Clinical Advisory Pain Managem	253721001	HAYMARKET MEDIA INC	HCC/HCB - General Consulting	35152	OR000000014286	4/11/2012	57586.00	0.00
992953622		#N/A	1	1	2012 Nucynta Annual Storage of conventio	194085401	DERSE EXHIBITS	National Exhibits (Cons. Promo)	35546	OR000000014283	4/18/2012	30000.00	0.00
992953624		#N/A	1	1	Nucynta 2Q Project Mgmt/Consultancy Serv	389568001	DECILE TEN LLC	Creative	35545	OR000000014293	4/18/2012	24955.76	0.00
992953626	992963910	#N/A	1	1	Tap IR Digital & Relationship Mktg Bench	305354001	TGAS ADVISORS	Other Consumer Promotions	35152	OR000000014287	4/18/2012	14219.00	0.00
992953628	992963942	#N/A	1	1	Nucynta Pain Policy Slide Deck Dvlpt an	389568001	DECILE TEN LLC	Creative	35127	OR000000014294	4/18/2012	53708.00	0.00
992957968	992970772	#N/A	1	1	DOWNPAYMENT: Product Theater at the Pain	389568001	DECILE TEN LLC	HCC/HCB - General Consulting	35152	OR000000014283	4/23/2012	40000.00	0.00
992957968	993019546	#N/A	2	1	Product Theater at the PainWeek Conferen	389568001	DECILE TEN LLC	HCC/HCB - General Consulting	35152	OR000000014283	4/23/2012	4400.00	0.00
992962801		#N/A	1	1	NUCYNTA - ER Medscripts Program Cover L	234199401	CONTEMPORARY GRAPHICS INC	Professional Literature	35127	OR000000014289	4/27/2012	2228.73	0.00
992962804	992890760	#N/A	1	1	Nucynta: Medicare Par D Prescription Dru	155792401	XCENDA LLC	Other Consumer Promotions	35152	OR000000014292	4/27/2012	32849.00	0.00
992962998		#N/A	1	1	The NUCYNTA voucher provides up to 10 tr	64732005	MCKESSON SPECIALTY ARIZONA INC	Coupon / Voucher Programs (Cons.Promo)	35545	OR000000014291	4/27/2012	16002.00	1203.11
992963000		#N/A	1	1	The NUCYNTA savings card offers out-of-p	64732005	MCKESSON SPECIALTY ARIZONA INC	Coupon / Voucher Programs (Cons.Promo)	35545	OR000000014291	4/27/2012	112827.64	1966.89
992963002		#N/A	1	1	Create Prescribe Responsibility.com brochu	389568001	DECILE TEN LLC	Creative	35127	OR000000014293	4/27/2012	16647.00	0.00
992963006		#N/A	1	1	Development of web survey for use in det	344818001	BARSAMIAN COMMUNICATIONS LLC	Other Consumer Promotions	35152	OR000000014293	4/27/2012	22000.00	0.00
992963010	992879932	#N/A	1	1	Creation of a 6-panel brochure for '5ma	344818001	BARSAMIAN COMMUNICATIONS LLC	Creative	35127	OR000000014293	4/27/2012	20000.00	0.00
992963044	992883660	#N/A	1	1	Update of "Long Term Care Reimbursement	155792401	XCENDA LLC	Other Consumer Promotions	35152	OR000000014292	4/27/2012	4829.88	0.00
992963130	992885266	#N/A	1	1	DOWNPAYMENT: Project Management of the	344818001	BARSAMIAN COMMUNICATIONS LLC	Other Consumer Promotions	35152	OR000000014293	4/27/2012	16000.00	0.00
992963130	992885392	#N/A	2	1	Project Management of the "Smart Moves,	344818001	BARSAMIAN COMMUNICATIONS LLC	Other Consumer Promotions	35152	OR000000014293	4/27/2012	33000.00	0.00
992963134	992893762	#N/A	1	1	NUCYNTA - IRER Dosing Reminder Guide -	234199401	CONTEMPORARY GRAPHICS INC	Professional Literature	35127	OR000000014289	4/27/2012	17527.13	0.00
992963134	992883462	#N/A	1	2	NUCYNTA - IRER Dosing Reminder Guide -	234199401	CONTEMPORARY GRAPHICS INC	Professional Literature	35545	OR000000014289	4/27/2012	17527.13	0.00
992963910		#N/A	1	1	NUCYNTA - Campaigning for Relief Portfolio	234199401	CONTEMPORARY GRAPHICS INC	Selling Aids (Cons. Promo)	35546	OR000000014289	4/30/2012	215648.87	0.00
992963938	PDR	#N/A	1	1	NUCYNTA - Flashcard leave-behind to pull	777401	MOORE	Professional Literature	35545	OR000000014289	4/30/2012	3054.85	0.00
992963942		#N/A	1	1	NUCYNTA - Campaigning for Relief 4 Module	234199401	CONTEMPORARY GRAPHICS INC	Selling Aids (Cons. Promo)	35546	OR000000014289	4/30/2012	44515.79	0.00
992963992		#N/A	1	1	The NUCYNTA ER/NUCYNTA voucher provides	64732005	MCKESSON SPECIALTY ARIZONA INC	Coupon / Voucher Programs (Cons.Promo)	35545	OR000000014291	4/30/2012	210888.00	149867.17
992970772		#N/A	1	1	NUCYNTA - Campaigning for Relief How To G	234199401	CONTEMPORARY GRAPHICS INC	Selling Aids (Cons. Promo)	35546	OR000000014289	5/7/2012	2156.00	0.00
992970910	992855768	#N/A	1	1	NUCYNTA - HALE REPRINT/PI RE-PACK - Q2T	234199401	CONTEMPORARY GRAPHICS INC	Professional Literature	35545	OR000000014289	5/7/2012	250.38	0.00
992977492		#N/A	1	1	Sales Training Contracting & Faculty Man	389568001	DECILE TEN LLC	HCC/HCB - General Consulting	35152	OR000000014285	5/15/2012	1171.12	0.00
992980804	992963002	#N/A	1	1	Nucynta Audience Generation and Recruitm	43003662	PERRDIRECT	Other Agency Fees	35127	OR000000014287	5/17/2012	85000.00	0.00
992981904		#N/A	1	1	REDEMPTION/REIMBURSEMENT - (NEW) 10 Free P	64732005	MCKESSON SPECIALTY ARIZONA INC	Coupon / Voucher Programs (Cons.Promo)	35545	OR000000014291	5/21/2012	2627410.45	388546.00
992982092	993027114	#N/A	1	1	GTN-REDEMPTION/REIMBURSEMENT - (New)PAY N	64732005	MCKESSON SPECIALTY ARIZONA INC	Coupon / Voucher Programs (Cons.Promo)	35545	OR000000014291	5/21/2012	7371371.17	1770978.64
992989204		#N/A	1	1	Nucynta pre-meeting planning/coaching	282082001	DANIEL JACOBSEN INC	Other Consumer Promotions	35127	OR000000014293	5/30/2012	5777.18	0.00
992990080		#N/A	1	1	Nucynta ER Tissue PI Reprint for Savings	279256401	UNIMAC GRAPHICS	Professional Literature	35127	OR000000014289	5/30/2012	46409.11	0.00
992990954		#N/A	1	1	NUCYNTA - HCP INVITES - OHIO AND FLORIDA	777401	MOORE	Professional Literature	35545	OR000000014289	5/31/2012	2686.04	0.00
992992222		#N/A	1	1	DECILEten-Nucynta 1:1 KOL Meetings @ AAP	389568001	DECILE TEN LLC	Other Consumer Promotions	35152	OR000000014283	6/1/2012	11000.00	0.00
992992232		#N/A	1	1	2012 Smart Moves, Smart Choices Program	33847001	NATIONAL ASSOCIATION OF	HCC/HCB - General Consulting	35152	OR000000014286	6/1/2012	8000.00	0.00
992993632		#N/A	1	1	Nucynta IRER Savings Card Program Flash	777401	MOORE	Professional Literature	35545	OR000000014289	6/4/2012	3765.12	0.00
992994034		#N/A	1	1	Nucynta/Nucynta ER eLearning Portal for	389568001	DECILE TEN LLC	Internet Content Dev/Maint	35127	OR000000014285	6/5/2012	0.01	0.00
992997142		#N/A	1	1	NUCYNTA - Smart Moves, Smart Choices Sc	234199401	CONTEMPORARY GRAPHICS INC	Selling Aids (Cons. Promo)	35152	OR000000014289	6/7/2012	3189.67	0.00
992998886		#N/A	1	1	Quarterly Data Extract - Nucynta, Nucynt	430033572	MMIT	Other Consumer Promotions	35152	OR000000014292	6/8/2012	6420.00	1606.00
993000948		#N/A	1	2	March Activity Report for conversion rel	8133401	IMPACT UNLIMITED INC	National Exhibits (Cons. Promo)	35545	OR000000014291	6/13/2012	4550.82	0.00
993000952	992963006	#N/A	1	1	The NUCYNTA ER/NUCYNTA savings card offe	64732005	MCKESSON SPECIALTY ARIZONA INC	Coupon / Voucher Programs (Cons.Promo)	35127	OR000000014287	6/13/2012	1123860.00	680154.75
993003336	992963010	#N/A	1	1	Nucynta Intelligent Customer Relationship	120821002	INTEGRATED COMMUNICATIONS CORP	Creative	35127	OR000000014283	6/18/2012	17622.70	0.00
993013276	992963130	#N/A	1	2	2012 May Activity Report for conversion	8133401	IMPACT UNLIMITED INC	National Exhibits (Cons. Promo)	35546	OR000000014283	6/26/2012	5231.38	0.00
993015300		#N/A	1	1	Nucynta Intelligent Customer Relationship	120821002	INTEGRATED COMMUNICATIONS CORP	Creative	35127	OR000000014287	6/28/2012	45861.84	0.00
993015512		#N/A	1	1	Nucynta Honorary for HCP Video for Sale	389568001	DECILE TEN LLC	HCC/HCB - General Consulting	35152	OR000000014286	6/28/2012	6931.48	0.00
993019546	992907582	#N/A	1	1	Nucynta-Campaigning for Relief Letter w/s	234199401	CONTEMPORARY GRAPHICS INC	Selling Aids (Cons. Promo)	35546	OR000000014289	7/1/2012	5018.16	0.00
993021466		#N/A	1	1	Nucynta ER SCG Payer Value Message Updat	389568001	DECILE TEN LLC	Creative	35127	OR000000014292	7/8/2012	23925.20	0.00
993021472	992884214	#N/A	1	1	Nucynta ER DPN eLearning Module for Sale	347419001	AXIOM PROFESSIONAL HEALTH	Education/Scientific	35152	OR000000014286	7/9/2012	85903.00	0.00
993021684	992883658	#N/A	1	1	Nucynta/Nucynta ER 2012 eRAMP Administra	368925001	META PHARMACEUTICAL SERVICES LLC	Other Consumer Promotions	35127	OR000000014286	7/9/2012	34000.00	0.00
993021722	992953628	#N/A	1	1	Nucynta ER Cycle 2 State Grids City 65.0	234199401	CONTEMPORARY GRAPHICS INC	Professional Literature	35127	OR000000014289	7/9/2012	59404.26	0.00
993023882	Assn Fees	#N/A	1	1	DOWNPAYMENT Nucynta/Nucynta ER eLearning	389568001	DECILE TEN LLC	Internet Content Dev/Maint	35127	OR000000014285	7/10/2012	62501.00	0.00
993023882		#N/A	2	1	Nucynta/Nucynta ER eLearning Portal for	389568001	DECILE TEN LLC	Internet Content Dev/Maint	35127	OR000000014285	7/10/2012	187500.00	5850.92
993024298	992990954	#N/A	1	2	2012 April Activity Report/PI SHM, PMW	8133401	IMPACT UNLIMITED INC	National Exhibits (Cons. Promo)	35546	OR000000014293	7/11/2012	495.49	0.00
993027114	992997142	#N/A											







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